

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 25, 1982

## NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	MAJOR LEAGUE ALL STAR GM.(S)	25.0	20,380
2	M*A*S*H	19.5	15,890
3	HOUSE CALLS	19.2	15,650
4	JEFFERSONS	18.6	15,160
5	60 MINUTES	17.6	14,340
6	TRAPPER JOHN, M.D.	17.4	14,180
7	ALICE	17.2	14,020
8	FANTASY ISLAND	17.0	13,860
9	HILL STREET BLUES	16.8	13,690
10	LOU GRANT	16.5	13,450
10	THREE'S COMPANY#	16.5	13,450
12	TOO CLOSE FOR COMFORT#	16.4	13,370
13	LOVE BOAT	16.3	13,280
14	WKRP IN CINCINNATI	15.5	12,630
15	MAGNUM, P.I.	15.4	12,550
16	MONDAY NIGHT MOVIE SPCL(S)	15.3	12,470
17	MAJOR LEAGUE ALL STAR PRE(S)	15.0	12,230
17	QUINCY, M.E.	15.0	12,230

TOTAL PERSONS (2+)		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	MAJOR LEAGUE ALL STAR GM.(S)	15.8	34,120
2	TOO CLOSE FOR COMFORT#	14.2	30,530
3	THREE'S COMPANY#	14.1	30,460
4	FANTASY ISLAND	13.2	28,470
5	M*A*S*H	13.0	28,140
6	JEFFERSONS	12.7	27,490
7	HOUSE CALLS	12.4	26,710
8	CHIPS	12.2	26,290
9	LOVE BOAT	11.8	25,550
10	DIFF'RENT STROKES	11.8	25,520
11	ALICE	11.7	25,230
12	HILL STREET BLUES	11.3	24,420
13	HART TO HART#	11.3	24,390
14	LAVERNE & SHIRLEY#	11.0	23,820
15	TRAPPER JOHN, M.D.	10.9	23,530
16	MAGNUM, P.I.	10.4	22,380

## WOMEN (18+)

		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	HOUSE CALLS	15.8	13,380
2	M*A*S*H	14.9	12,650
3	JEFFERSONS	14.4	12,180
4	TRAPPER JOHN, M.D.	14.2	12,020
5	FANTASY ISLAND	14.0	11,870
6	MAJOR LEAGUE ALL STAR GM.(S)	13.7	11,620
7	60 MINUTES	13.6	11,530
8	LOVE BOAT	13.4	11,330
9	ALICE	13.2	11,210
10	TOO CLOSE FOR COMFORT#	12.8	10,820
11	SIMON & SIMON	12.7	10,740
12	HILL STREET BLUES	12.5	10,610
12	LOU GRANT	12.5	10,610
14	MAGNUM, P.I.	12.5	10,560
15	HART TO HART#	11.8	10,000
15	THREE'S COMPANY#	11.8	10,000

## MEN (18+)

		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	MAJOR LEAGUE ALL STAR GM.(S)	22.6	17,200
2	HILL STREET BLUES	12.2	9,310
3	MAJOR LEAGUE ALL STAR PRE(S)	12.1	9,230
4	FANTASY ISLAND	12.0	9,170
5	M*A*S*H	12.0	9,130
6	MONDAY NIGHT MOVIE SPCL(S)	11.7	8,910
7	CHIPS	11.6	8,820
8	60 MINUTES	11.4	8,710
9	JEFFERSONS	10.8	8,200
10	ABC SUNDAY NIGHT MOVIE	10.6	8,050
11	NBC SUNDAY NIGHT MOVIE	10.5	7,980
12	HOUSE CALLS	10.3	7,850
13	LOVE BOAT	10.3	7,820
14	TRAPPER JOHN, M.D.	10.1	7,680
15	ALICE	10.0	7,610
16	LOU GRANT	9.9	7,550
17	20/20#	9.9	7,540
18	THREE'S COMPANY#	9.8	7,450

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 25, 1982

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FANTASY ISLAND	15.6	8,280
2	M*A*S*H	14.0	7,460
3	HOUSE CALLS	13.7	7,260
4	LOVE BOAT	13.5	7,160
5	HART TO HART#	13.4	7,120
6	HILL STREET BLUES	13.4	7,100
6	TOO CLOSE FOR COMFORT#	13.4	7,100
8	MAJOR LEAGUE ALL STAR GM.(S)	12.1	6,440
9	JEFFERSONS	12.0	6,400
10	THREE'S COMPANY#	11.8	6,260
11	SIMON & SIMON	11.7	6,230
12	TRAPPER JOHN, M.D.	11.6	6,190
13	LOU GRANT	11.6	6,140
14	DIFF'RENT STROKES	11.3	5,990
15	NBC SUNDAY NIGHT MOVIE	11.2	5,960
16	HIGH FIVE(S)	11.1	5,920
17	MCCLAIN'S LAW#	11.1	5,900

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	24.9	6,450
2	HOUSE CALLS	20.6	5,330
3	TRAPPER JOHN, M.D.	19.5	5,050
4	MAJOR LEAGUE ALL STAR GM.(S)	18.5	4,780
5	ALICE	18.1	4,670
6	JEFFERSONS	17.7	4,590
7	MAGNUM, P.I.	17.6	4,560
8	M*A*S*H	17.2	4,460
9	ARCHIE BUNKER'S PLACE	16.1	4,170
10	MAJOR LEAGUE ALL STAR PRE(S)	15.7	4,070
10	SIMON & SIMON	15.7	4,070
12	ONE DAY AT A TIME	14.8	3,830
13	CBS EVENING NEWS-RATHER	14.6	3,770
14	REAL PEOPLE	14.3	3,690
15	LOU GRANT	14.1	3,640
16	LOVE BOAT	13.6	3,510
17	WKRP IN CINCINNATI	13.1	3,400

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MAJOR LEAGUE ALL STAR GM.(S)	20.1	10,250
2	HILL STREET BLUES	13.5	6,880
3	FANTASY ISLAND	13.3	6,770
4	M*A*S*H	12.4	6,320
5	CHIPS	12.3	6,270
6	MONDAY NIGHT MOVIE SPCL(S)	11.6	5,920
7	NBC SUNDAY NIGHT MOVIE	11.3	5,750
8	THREE'S COMPANY#	11.1	5,660
9	ABC SUNDAY NIGHT MOVIE	11.0	5,600
10	LAVERNE & SHIRLEY#	10.4	5,280
11	LOVE BOAT	10.3	5,270
12	MAJOR LEAGUE ALL STAR PRE(S)	10.3	5,230
13	TOO CLOSE FOR COMFORT#	10.2	5,220
14	DYNASTY	10.1	5,130
15	HOUSE CALLS	9.6	4,890
16	FALL GUY	9.5	4,820
17	60 MINUTES	9.4	4,810
18	LOU GRANT	9.3	4,740

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MAJOR LEAGUE ALL STAR GM.(S)	28.7	5,680
2	MAJOR LEAGUE ALL STAR PRE(S)	17.6	3,480
3	60 MINUTES	16.8	3,320
4	JEFFERSONS	14.6	2,900
5	ALICE	14.5	2,880
6	MAGNUM, P.I.	14.0	2,770
7	TRAPPER JOHN, M.D.	13.9	2,760
8	BRET MAVERICK#	13.4	2,660
9	HOUSE CALLS	12.7	2,520
10	SIMON & SIMON	12.6	2,500
11	LOU GRANT	12.6	2,490
12	ABC MONDAY NIGHT BASEBALL#	12.5	2,480
13	MAJOR LEAGUE BSBL FRI. ED(S)	12.5	2,470
14	MCCLAIN'S LAW#	12.4	2,460
15	M*A*S*H	12.0	2,380
16	20/20#	12.0	2,370
17	CBS EVENING NEWS-RATHER	11.8	2,330
18	PRIVATE BENJAMIN	11.7	2,310

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	PROG. NET TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	VIEWERS PER 1000					VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17)		CHILDREN (2-11)			
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	FEM.	TOTAL	6-11
*EVENING																													
ABC FRIDAY NIGHT MOVIE					9	184	A	10.2	22	831	1949	782	319	823	302	538	538	439	174	631	208	436	388	359	146	236	168	259	214
2 FRI. 9.00P 120 ABC FF						94	B	12.0	24	978																			
9.00 - 9.30							A	9.4	21	766	1984	796	339	845	299	549	519	455	179	587	197	405	351	323	123	318	211	234	172
9.30 - 10.00							A	10.3	22	839	1995	801	329	850	299	559	570	471	172	596	195	413	350	327	143	268	178	281	241
10.00 - 10.30							A	10.5	22	856	1902	751	306	787	299	517	521	418	163	645	203	437	414	385	153	197	145	273	228
10.30 - 11.00							A	10.6	23	864	1906	772	306	803	315	532	532	410	177	678	232	480	423	389	160	183	143	242	211
ABC MONDAY NIGHT BASEBALL					5	200	A	12.3	22	1002	1526	556	220	569	150	324	308	300	224	737	237	441	392	370	247	115	69	105	73
2 MON. 8.30P 155 ABC SE						98	B	11.3	20	921																			
8.30 - 9.00							A	9.1	18	742	1708	604	271	620	154	403	364	326	210	869	249	521	483	463	272	117	50	102	47
9.00 - 9.30							A	10.9	20	888	1568	612	268	630	169	360	340	313	242	671	199	367	336	316	261	151	117	116	94
9.30 - 10.00							A	12.8	22	1043	1571	601	219	616	152	330	321	311	264	732	256	430	369	339	262	104	76	119	86
10.00 - 10.30							A	14.2	25	1157	1503	560	205	567	128	296	292	320	242	723	231	446	382	378	233	122	71	91	67
10.30 - 11.00							A	14.0	25	1141	1425	475	183	486	154	280	266	267	184	741	240	462	416	391	229	90	43	108	76
ABC NEWS CLOSEUP(S)					203		A	12.4	23	1011	1643	708	316	723	287	438	391	303	239	672	263	426	368	281	212	161	78	87	57
1 THU. 10.00P 60 ABC DN					99		A	12.4	23	1011	1686	714	333	730	280	447	398	327	231	663	251	423	369	290	208	164	73	129	91
10.00 - 10.30							A	12.4	23	1011	1589	701	297	710	290	429	383	278	242	673	275	427	365	267	211	160	82	46	23
10.30 - 11.00																													
ABC NEWS CLOSEUP(S)					202		A	6.4	14	522	1837	646	178	705	204	353	358	375	288	689	195	364	422	319	228	100	74	343	222
2 SUN. 8.00P 60 ABC DN					99		A	6.1	13	497	1899	669	167	727	214	387	395	390	275	662	201	370	410	287	207	98	73	412	282
8.00 - 8.30																													
8.30 - 9.00							A	6.6	14	538	1784	629	190	688	191	319	325	365	303	710	186	353	434	349	246	101	74	285	169
ABC NEWSBRIEF-M-F					199	192	A	12.7	24	1035	1780	659	285	723	270	440	385	324	228	641	256	425	362	278	178	198	86	218	165
1 MON. 9.54P 2 ABC N					97	94	B	17.0	28	1386																			
1 TUE. 8.12P					1																								
1 W & TH 9.58P					1																								
1 FRI. 8.28P					1																								
2 MON. 8.28P					1																								
2 TU-TH 9.58P					1																								
2 FRI. 9.51P					1																								
ABC NEWSBRIEF-SAT.					40	195	A	16.3	34	1328	1994	777	329	875	393	576	429	325	241	574	259	391	339	240	131	248	144	297	213
SAT. 9.58P 1 ABC N					98	97	B	18.9	33	1540																			
ABC NEWSBRIEF-SUN.					40	194	A	13.7	25	1117	1734	700	287	789	285	477	430	402	236	712	247	492	463	401	161	105	47	128	91
1 SUN. 10.05P 1 ABC N					98	98	B	16.5	26	1345																			
2 SUN. 9.57P					1																								
ABC SPORTS UPDATE-SAT					40	192	A	9.8	23	799	1849	734	265	779	333	394	333	281	287	694	272	426	403	355	211	179	78	197	125
1 SAT. 8.58P 1 ABC SN					97	97	B	15.2	27	1239																			
2 SAT. 8.28P					2																								
ABC SPORTS UPDATE-SUN					40	187	A	7.1	15	579	1680	569	248	683	205	396	342	317	252	679	390	483	334	171	173	100	73	218	147
1 SUN. 7.34P 2 ABC SN					97	97	B	13.0	21	1060																			
2 SUN. 8.33P					1																								
ABC SUNDAY NIGHT MOVIE					32	201	A	13.6	26	1108	1730	699	297	791	289	469	405	389	248	727	270	505	446	381	168	90	49	122	83
1 SUN. 8.00P 180 ABC FF					99	99	B	17.4	28	1418																			
2 SUN. 9.00P 140																													
8.00 - 8.30							A	10.7	22	872	1500	635	411	747	284	419	327	304	264	591	231	396	399	276	175	45	33	117	64
8.30 - 9.00							A	12.1	24	986	1608	663	401	779	290	425	328	328	282	667	279	450	387	296	187	58	58	104	59
CONT'D																													

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.







## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
EVENING CONT'D																																		
GIMME A BREAK										32	188		A 12.8	23	1043	1878	654	227	717	246	379	357	310	287	506	231	336	320	199	141	271	115	384	249
1 THU. 9.30P 30 NBC CS										96			B 16.6	27	1353																			
GREATEST AMERICAN HERO										34	196	203	A 10.8	23	880	2017	672	316	736	339	543	442	319	169	690	355	525	353	267	151	198	93	393	244
WED. 8.00P 60 ABC CS										98	99		B 15.3	25	1247																			
8.00 - 8.30													A 10.0	22	815	1955	668	308	739	324	533	424	332	182	685	338	514	344	272	157	184	85	347	220
8.30 - 9.00													A 11.6	24	945	2062	676	323	732	349	547	454	309	160	692	367	532	361	264	148	205	97	433	263
HAPPY DAYS										37	204		A 12.7	27	1035	1850	491	198	526	330	422	279	166	104	526	307	406	325	185	82	351	137	447	338
2 TUE. 8.00P 30 ABC CS										99			B 18.6	30	1516																			
HARPER VALLEY										4	175	175	A 8.8	21	717	1820	603	181	817	280	382	300	275	368	453	131	202	191	199	220	168	132	382	293
SAT. 8.30P 30 NBC CS										92	92		B 8.2	19	668																			
HART TO HART										35	204		A 14.5	27	1182	2063	738	405	846	351	603	458	382	210	501	262	400	293	206	93	279	122	437	354
2 TUE. 10.00P 60 ABC PD										99			B 20.4	34	1663																			
10.00 - 10.30													A 14.8	27	1206	2070	715	384	824	341	573	428	362	218	511	269	418	317	209	84	288	125	447	356
10.30 - 11.00													A 14.3	27	1165	2033	755	420	858	356	627	484	399	199	482	252	376	266	197	98	269	118	424	351
HERE'S BOOMER										4	177	176	A 7.7	19	628	1761	605	183	812	212	308	229	244	440	426	111	143	153	145	248	134	90	389	278
SAT. 8.00P 30 NBC GD										91	93		B 7.5	18	611																			
HIGH FIVE(S)											196		A 13.0	24	1060	2109	736	317	835	403	559	460	291	219	539	210	385	376	249	113	269	218	466	358
2 THU. 9.30P 30 NBC CS										99																								
HILL STREET BLUES										34	201	211	A 16.8	32	1369	1784	639	310	776	346	519	440	326	202	681	298	503	448	315	148	165	88	162	133
THU. 10.00P 60 NBC OP										98	99		B 18.1	32	1475	1742	637	311	771	339	501	421	316	216	627	261	453	427	301	141	181	100	163	134
10.00 - 10.30													A 16.4	30	1337	1815	635	307	773	344	531	460	340	185	726	329	546	469	326	150	153	79	163	136
10.30 - 11.00													A 17.2	33	1402																			
HOUSE CALLS										8	193	195	A 19.2	34	1565	1707	749	291	855	314	464	405	326	341	501	218	312	278	202	160	153	62	198	165
MON. 9.30P 30 CBS CS										99	99		B 17.2	29	1402																			
INTERNATIONAL VELVET(S)										195			A 7.9	17	644	1689	804	292	843	267	442	402	434	338	393	121	211	228	222	160	183	107	270	202
1 SAT. 8.30P 150 CBS FF										99																								
8.30 - 9.00													A 6.7	16	546	1764	712	271	765	257	402	353	383	303	411	123	217	224	222	168	132	98	456	271
9.00 - 9.30													A 7.4	17	603	1597	790	304	813	228	393	399	444	342	381	104	179	214	224	167	150	111	253	202
9.30 - 10.00													A 7.8	16	636	1741	792	286	831	254	423	400	437	352	409	139	209	225	220	177	247	96	254	198
10.00 - 10.30													A 8.5	18	693	1674	850	313	874	280	462	426	438	351	397	119	221	236	230	161	179	109	224	192
10.30 - 11.00													A 9.0	20	734	1691	857	286	911	306	510	421	456	345	380	120	228	243	221	137	194	121	206	164
JEFFERSONS										31	199	199	A 18.6	34	1516	1813	738	229	803	258	423	434	362	302	540	176	307	308	261	190	218	100	252	239
SUN. 9.30P 30 CBS CS										99	99		B 21.8	34	1777																			
JUILLIARD AND BEYOND(S)										195			A 4.8	10	391	1207	479	154	563	207	273	251	226	258	539	194	409	447	289	82	LT	LT	105	105
2 SAT. 10.00P 60 CBS DN										99																								
10.00 - 10.30													A 4.9	11	399	1175	466	170	541	180	253	252	241	259	536	186	418	451	300	85	LT	LT	98	98
10.30 - 11.00													A 4.7	10	383	1222	483	136	575	230	288	243	203	257	540	203	399	441	275	78	LT	LT	107	107
KANGAROOS IN THE KITCHEN(S)										200			A 5.9	13	481	2067	469	127	527	227	274	229	97	232	746	430	591	428	194	155	96	96	698	421
2 SUN. 7.30P 30 NBC CS										98																								
KNOTS LANDING										11	186	187	A 11.6	22	945	1770	820	267	911	398	552	382	370	308	414	126	264	238	230	125	231	116	214	155
THU. 10.00P 60 CBS GD										98	96		B 12.8	23	1043																			
10.00 - 10.30													A 11.2	21	913	1763	848	263	931	392	577	402	395	312	432	133	274	235	241	135	208	120	192	135
10.30 - 11.00													A 12.0	23	978	1765	793	270	889	404	529	362	341	303	395	120	252	235	215	116	250	112	231	172





PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
														TOTAL	18-34	WOMEN			MEN						TOTAL	FEM.	TOTAL	6-11						
																18-49	25-54	35-64	55+		18-34	18-49	25-54	35-64	55+									
EVENING CONT'D																																		
M*A*S*H MON. 9.00P 30 CBS CS 35 194 198														A 19.5 35 1589	1771	703	290	796	298	470	418	321	280	573	256	398	342	245	148	179	78	223	178	
														B 20.7 31 1687																				
MCCLAIN'S LAW 1 FRI. 10.00P 60 NBC OP 7 170														A 12.1 25 986	1743	817	253	922	416	597	430	356	262	612	290	457	305	263	145	117	88	92	87	
10.00 - 10.30														B 10.8 21 880																				
10.30 - 11.00														A 11.5 24 937	1801	833	260	951	439	641	453	375	250	616	303	463	303	263	138	119	87	115	102	
														A 12.6 27 1027	1694	810	247	901	398	561	412	339	274	606	276	451	310	263	149	116	87	71	71	
MCCLAIN'S LAW 2 TUE. 10.00P 60 NBC OP 1 193														A 11.1 21 905	1494	653	217	695	152	332	378	351	269	613	154	310	290	300	272	97	20	89	79	
														B 11.1 21 905																				
10.00 - 10.30														A 10.7 20 872	1442	683	248	707	161	351	409	360	251	587	135	275	264	289	280	58	LT	90	77	
10.30 - 11.00														A 11.5 22 937	1538	624	189	685	147	314	346	341	289	636	170	341	314	311	264	131	37	86	78	
MONDAY NIGHT MOVIE SPCL(S) 1 MON. 8.00P 180 ABC FF 194														A 15.3 29 1247	1705	592	298	665	239	385	354	314	205	717	324	476	397	289	171	133	72	190	153	
8.00 - 8.30														A 12.4 26 1011	1802	645	333	714	234	387	337	316	273	735	303	461	405	312	207	81	42	272	207	
8.30 - 9.00														A 14.7 28 1198	1780	571	340	681	236	402	337	319	222	685	294	436	356	295	183	131	97	283	208	
9.00 - 9.30														A 15.4 28 1255	1539	580	336	670	246	387	344	307	207	623	297	403	340	238	142	108	68	138	104	
9.30 - 10.00														A 16.0 29 1304	1641	595	336	660	250	383	341	303	194	686	325	461	377	261	159	146	84	149	136	
10.00 - 10.30														A 16.4 30 1337	1752	614	251	657	229	385	392	331	181	760	352	532	436	305	158	162	71	173	138	
10.30 - 11.00														A 16.8 31 1369	1739	565	218	624	234	367	365	313	176	795	363	541	464	315	178	161	67	159	142	
MORK & MINDY THU. 8.00P 30 ABC CS 2 193 190														A 8.3 18 676	1717	692	319	740	413	534	451	265	133	498	246	400	294	213	80	208	128	271	194	
														B 8.3 18 676																				
MR. MERLIN WED. 8.00P 30 CBS CS 3 184 184														A 9.7 21 791	1913	701	375	851	377	536	366	293	271	595	270	417	312	231	155	192	98	275	139	
														B 10.0 22 815																				
NASHVILLE PALACE SAT. 9.00P 60 NBC GV 4 184 187														A 7.7 17 628	1605	701	166	807	189	329	321	363	422	575	117	234	239	278	296	81	65	142	110	
9.00 - 9.30														B 7.3 16 595																				
9.30 - 10.00														A 7.8 17 636	1591	696	158	797	204	329	326	340	407	571	127	248	242	267	285	85	69	138	111	
														A 7.5 16 611	1617	715	171	820	171	323	322	388	440	579	106	216	236	287	311	75	59	143	108	
NBC MAGAZINE SAT. 10.00P 60 NBC DN 8 173 179														A 8.7 19 709	1680	719	159	793	230	375	398	388	321	705	258	386	390	293	265	100	29	82	63	
														B 8.1 17 660																				
10.00 - 10.30														A 8.9 19 725	1644	722	147	807	232	377	385	381	345	660	242	349	352	263	268	89	25	88	64	
10.30 - 11.00														A 8.4 18 685	1718	727	170	783	228	378	419	399	294	755	275	425	429	325	265	107	30	73	63	
NBC MONDAY NIGHT MOVIES 1 MON. 9.30P 90 NBC FF 30 199 196														A 10.0 18 815	1625	709	312	792	298	525	458	364	236	464	230	351	303	187	91	161	101	208	139	
														B 16.8 26 1369																				
2 MON. 9.00P 120																																		
9.00 - 9.30														A 10.1 18 823	1578	789	367	899	364	573	467	366	304	339	153	211	168	87	114	110	89	230	126	
9.30 - 10.00														A 9.3 16 758	1637	685	325	789	279	508	445	370	255	470	246	355	306	188	89	161	95	217	148	
10.00 - 10.30														A 10.5 19 856	1607	685	313	760	295	514	457	351	212	471	228	363	327	211	84	182	115	194	133	
10.30 - 11.00														A 10.1 19 823	1678	716	271	780	280	531	471	384	212	515	259	401	346	213	88	180	105	203	145	
NBC NEWS CAPSULE-M-F 1 MON. 9.17P 1 167 171														A 9.1 18 742	1670	673	249	782	299	436	356	274	307	493	197	279	212	172	192	155	112	240	153	
														B 9.2 18 750																				
1 TU-TH 8.58P 1																																		
1 FRI. 8.57P 1																																		
2 M-TH 8.58P 1																																		
2 FRI. 9.02P 1																																		
NBC NEWS CAPSULE-2-M-F 1 MON. 10.04P 1 176 174														A 10.5 19 856	1709	666	247	735	266	420	374	289	262	580	245	356	278	213	199	183	129	211	150	
														B 10.7 20 872																				
CONT'D																																		

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KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 4



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
															WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000) %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN		
TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+																			
EVENING CONT'D																														
NBC NEWS CAPSULE-2-CONT'D																														
1 W & F 9.58P 1																														
2 TU&TH 9.58P 1																														
NBC NEWS CAPSULE-SAT																														
SAT. 8.58P 1 NBC N																														
NBC NEWS CAPSULE-2-SAT.																														
2 SAT. 9.58P 1 NBC N																														
NBC NEWS CAPSULE-SUN																														
SUN. 8.58P 1 NBC N																														
NBC NEWS CAPSULE-2-SUN.																														
1 SUN. 9.53P 1 NBC N																														
NBC NIGHTLY NEWS-SAT.																														
SAT. 6.30P 30 NBC N																														
NBC NIGHTLY NEWS-SUN.																														
SUN. 6.30P 30 NBC N																														
NBC NIGHTLY NEWS																														
M-F 6.30P 30 NBC N																														
NBC SUNDAY NIGHT MOVIE																														
SUN. 9.00P 120 NBC FF																														
9.00 - 9.30																														
9.30 - 10.00																														
10.00 - 10.30																														
10.30 - 11.00																														
NEWSBREAK-M-F																														
1 MON. 8.28P 1 CBS N																														
1 TUE. 9.06P 1																														
1 W-F 8.58P 1																														
2 TU-F 8.58P 1																														
NEWSBREAK-SAT.																														
1 SAT. 9.12P 1 CBS N																														
2 SAT. 8.57P 1																														
NEWSBREAK-SUN.																														
SUN. 8.58P 1 CBS N																														
ONE DAY AT A TIME																														
SUN. 8.30P 30 CBS CS																														
POLICE SQUAD																														
2 THU. 9.30P 30 ABC CS																														
PRIVATE BENJAMIN																														
MON. 8.00P 30 CBS CS																														
QUINCY, M.E.																														
WED. 10.00P 60 NBC OP																														
10.00 - 10.30																														
10.30 - 11.00																														

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																
REAL PEOPLE										38	207	204	A 11.3 24 921	1573	613	194	763	226	302	282	233	401	503	175	256	206	166	232	112^	81^	195	124^
WED. 8.00P 60 NBC PV										99	96	B 18.1 29 1475																				
8.00 - 8.30												A 11.1 25 905	1552	607	186	751	225	306	287	239	392	490	172	256	202	165	223	111^	84^	200	125^	
8.30 - 9.00												A 11.4 24 929	1591	621	201	778	229	299	274	229	412	514	176	254	206	166	244	112^	77^	187	120^	
SIMON & SIMON										3	192	194	A 14.2 26 1157	1826	795	315	927	325	538	440	425	350	548	168	318	276	300	215	176	83^	175	115
THU. 9.00P 60 CBS PD										99	97	B 13.1 24 1068																				
9.00 - 9.30												A 13.9 26 1133	1817	790	296	923	327	525	429	416	358	540	167	313	265	295	211	171	79^	183	123	
9.30 - 10.00												A 14.4 26 1174	1836	805	333	934	321	551	450	437	348	557	171	323	286	305	221	177	85^	168	108	
60 MINUTES										40	204	206	A 17.6 40 1434	1491	747	247	804	188	279	291	335	449	609	187	336	307	276	233	34^	23^	44^	31^
SUN. 7.00P 60 CBS DN										99	99	B 24.5 42 1997																				
7.00 - 7.30												A 16.9 40 1377	1450	724	225	775	182	265	278	321	439	606	180	329	308	287	234	29^	24^	40^	27^	
7.30 - 8.00												A 18.2 41 1483	1531	770	266	833	193	293	300	351	462	609	193	341	306	263	231	39^	20^	50^	36^	
THREE'S COMPANY										37	207		A 16.5 31 1345	2265	672	257	745	344	466	351	265	222	553	311	422	299	185	102^	390	175	577	498
2 TUE. 9.00P 30 ABC CS											99	B 22.4 35 1826																				
TODAY'S FBI										7	192	187	A 9.7 23 791	1839	772	246	831	346	434	353	292	327	640	250	406	403	324	195	157	65^	211	110^
SAT. 8.00P 60 ABC OP										96	95	B 9.7 22 791																				
8.00 - 8.30												A 8.8 22 717	1785	730	226	797	328	385	306	277	342	647	245	397	414	341	206	158^	67^	183	85^	
8.30 - 9.00												A 10.6 25 864	1876	805	259	856	359	475	392	307	312	630	253	411	386	308	186	156	62^	234	131^	
TOO CLOSE FOR COMFORT										34	208		A 16.4 30 1337	2283	723	296	808	361	530	406	317	221	507	245	391	295	201	100^	409	160^	559	474
2 TUE. 9.30P 30 ABC CS											99	B 21.8 34 1777																				
TRAPPER JOHN, M.D.										32	199	201	A 17.4 32 1418	1659	754	293	848	279	437	390	357	356	540	197	313	315	234	194	135	73^	136	109
SUN. 10.00P 60 CBS GD										99	99	B 19.9 34 1622																				
10.00 - 10.30												A 17.0 31 1386	1651	749	288	849	284	441	401	358	349	522	182	304	306	239	188	137	73^	143	115	
10.30 - 11.00												A 18.0 34 1467	1648	748	290	837	273	426	375	351	359	554	214	320	318	221	200	131	75^	126	102	
20/20										34	202		A 12.9 24 1051	1732	849	353	890	277	547	543	490	273	717	269	447	378	349	225	56^	56^	69^	48^
2 THU. 10.00P 60 ABC DN										99	99	B 15.4 27 1255																				
10.00 - 10.30												A 12.9 24 1051	1754	842	354	883	283	556	544	484	265	708	263	468	386	349	215^	58^	58^	105^	75^	
10.30 - 11.00												A 13.0 25 1060	1684	845	348	885	267	532	532	491	279	716	268	421	363	349	231	53^	53^	30^	20^	
TWO OF US										5	189		A 9.5 19 774	1492	731	219^	771	240^	398	348	333	340	499	220^	334	284^	199^	132^	131^	41^	91^	58^
2 TUE. 8.30P 30 CBS CS											98	B 8.3 16 676																				
U.S. WOMEN'S OPEN GOLF-SAT(S)										199			A 3.6 10 293	1369	641^	136^	641^	115^	246^	270^	418^	361^	614^	160^	299^	299^	375^	315^	39^	LT	75^	68^
2 SAT. 6.00P 60 ABC SE										98			A 3.9 11 318	1428	663^	185^	663^	132^	315^	333^	418^	330^	643^	170^	347^	347^	378^	296^	LT	LT	122^	122^
6.00 - 6.30												A 3.4 10 277	1235	592^	72^	592^	94^	155^	185^	397^	386^	557^	145^	239^	239^	358^	318^	75^	LT	LT	LT	LT
6.30 - 7.00																																
WALT DISNEY										36	196		A 10.8 27 880	1984	617	261^	680	305	488	398	339	159^	463	211^	350	291	252^	82^	191^	104^	650	392
1 SAT. 8.00P 30 CBS FV										98		B 14.4 26 1174																				
WILLARD SCOTT'S-CIRCUS(S)										204			A 6.5 15 530	2400	768	268^	848	344^	454	300^	259^	389^	742	274^	415^	324^	307^	312^	158^	60^	652	492
1 SUN. 7.00P 60 NBC GV										99			A 6.3 15 513	2421	759	255^	838	332^	445^	293^	256^	393^	738	278^	448^	327^	315^	290^	160^	66^	685	542
7.00 - 7.30												A 6.6 14 538	2401	788	281^	869	360^	466	308^	262^	391^	753	271^	388^	324^	307^	338^	150^	51^	629	451	
7.30 - 8.00																																
WKRP IN CINCINNATI										6	193	194	A 15.5 29 1263	1731	598	288	731	291	426	324	286	270	529	214	346	303	227	157	203	78^	268	190
MON. 8.30P 30 CBS CS										98	98	B 16.0 30 1304																				

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																	
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																							
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20	WK 21	WK 22	WK 23	WK 24	WK 25	WK 26	WK 27	WK 28	WK 29	WK 30	WK 31	WK 32	WK 33	WK 34	WK 35	WK 36	WK 37	WK 38	WK 39	WK 40	WK 41	WK 42	WK 43	WK 44	WK 45	WK 46	WK 47	WK 48	WK 49	WK 50	WK 51	WK 52	WK 53	WK 54	WK 55	WK 56	WK 57	WK 58	WK 59	WK 60	WK 61	WK 62	WK 63	WK 64	WK 65	WK 66	WK 67	WK 68	WK 69	WK 70	WK 71	WK 72	WK 73	WK 74	WK 75	WK 76	WK 77	WK 78	WK 79	WK 80	WK 81	WK 82	WK 83	WK 84	WK 85	WK 86	WK 87	WK 88	WK 89	WK 90	WK 91	WK 92	WK 93	WK 94	WK 95	WK 96	WK 97	WK 98	WK 99	WK 100	WK 101	WK 102	WK 103	WK 104	WK 105	WK 106	WK 107	WK 108	WK 109	WK 110	WK 111	WK 112	WK 113	WK 114	WK 115	WK 116	WK 117	WK 118	WK 119	WK 120	WK 121	WK 122	WK 123	WK 124	WK 125	WK 126	WK 127	WK 128	WK 129	WK 130	WK 131	WK 132	WK 133	WK 134	WK 135	WK 136	WK 137	WK 138	WK 139	WK 140	WK 141	WK 142	WK 143	WK 144	WK 145	WK 146	WK 147	WK 148	WK 149	WK 150	WK 151	WK 152	WK 153	WK 154	WK 155	WK 156	WK 157	WK 158	WK 159	WK 160	WK 161	WK 162	WK 163	WK 164	WK 165	WK 166	WK 167	WK 168	WK 169	WK 170	WK 171	WK 172	WK 173	WK 174	WK 175	WK 176	WK 177	WK 178	WK 179	WK 180	WK 181	WK 182	WK 183	WK 184	WK 185	WK 186	WK 187	WK 188	WK 189	WK 190	WK 191	WK 192	WK 193	WK 194	WK 195	WK 196	WK 197	WK 198	WK 199	WK 200	WK 201	WK 202	WK 203	WK 204	WK 205	WK 206	WK 207	WK 208	WK 209	WK 210	WK 211	WK 212	WK 213	WK 214	WK 215	WK 216	WK 217	WK 218	WK 219	WK 220	WK 221	WK 222	WK 223	WK 224	WK 225	WK 226	WK 227	WK 228	WK 229	WK 230	WK 231	WK 232	WK 233	WK 234	WK 235	WK 236	WK 237	WK 238	WK 239	WK 240	WK 241	WK 242	WK 243	WK 244	WK 245	WK 246	WK 247	WK 248	WK 249	WK 250	WK 251	WK 252	WK 253	WK 254	WK 255	WK 256	WK 257	WK 258	WK 259	WK 260	WK 261	WK 262	WK 263	WK 264	WK 265	WK 266	WK 267	WK 268	WK 269	WK 270	WK 271	WK 272	WK 273	WK 274	WK 275	WK 276	WK 277	WK 278	WK 279	WK 280	WK 281	WK 282	WK 283	WK 284	WK 285	WK 286	WK 287	WK 288	WK 289	WK 290	WK 291	WK 292	WK 293	WK 294	WK 295	WK 296	WK 297	WK 298	WK 299	WK 300	WK 301	WK 302	WK 303	WK 304	WK 305	WK 306	WK 307	WK 308	WK 309	WK 310	WK 311	WK 312	WK 313	WK 314	WK 315	WK 316	WK 317	WK 318	WK 319	WK 320	WK 321	WK 322	WK 323	WK 324	WK 325	WK 326	WK 327	WK 328	WK 329	WK 330	WK 331	WK 332	WK 333	WK 334	WK 335	WK 336	WK 337	WK 338	WK 339	WK 340	WK 341	WK 342	WK 343	WK 344	WK 345	WK 346	WK 347	WK 348	WK 349	WK 350	WK 351	WK 352	WK 353	WK 354	WK 355	WK 356	WK 357	WK 358	WK 359	WK 360	WK 361	WK 362	WK 363	WK 364





## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1982 REPORT

PROGRAM NAME				T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																					
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2		AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY HOUSE	WORK-ING WOM.	WOMEN	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
LATE FRINGE CONT'D																																	
NBC NEWS OVERNIGHT-CONT'D																																	
2	FRI.	2.00A	31																														
		1.30 - 2.00						A	1.4	11	114	LT	LT	LT		LT	LT	LT	LT	LT		LT	LT	LT	LT	LT	LT	LT					
		2.00 - 2.30						A	1.3	10	106	LT	LT	LT		LT	LT	LT	LT	LT		LT	LT	LT	LT	LT	LT	LT					
SATURDAY NIGHT																																	
1	SAT.	11.30P	81	NBC	GV	98	98	A	6.1	20	497	1644	455	201A		489	295	365	243	118A	104A		666	424	570	439	186A	87A	286	130A	203A	203A	
2	SAT.	11.30P	76					B	7.7	23	628																						
		11.30 - 12.00						A	6.6	19	538	1771	516	191A		565	310	413	289	170A	110A		621	363	511	395	198A	94A	286	128A	299	299	
		12.00 - 12.30						A	6.3	21	513	1577	427	203A		451	284	331	212A	88A	110A		673	454	588	438	156A	85A	305	144A	148A	148A	
		12.30 - 1.00						A	4.3	17	350	1569	446A	152V		446A	214A	323A	221A	163V	123V		656A	457A	571A	463A	199A	85V	306A	140V	161V	161V	
SCTV NETWORK																																	
FRI.	12.30A	90	NBC	GV		92	97	A	2.5	13	204	1299	402A	244A		441A	294A	333A	167A	103V	93V		622	348A	544A	347A	246A	49V	113V	49V	123V	98V	
	12.30 - 1.00							B	3.3	16	269																						
	1.00 - 1.30							A	2.9	12	236	1305	510A	263A		552	302A	403A	245A	182A	132A		577	292A	462A	323A	234A	81V	130A	67V	46V	46V	
	1.30 - 2.00							A	2.7	14	220	1223	341A	219A		373A	277A	277A	132V	51V	77V		627	373A	563	355A	232A	35V	95V	41V	128V	96V	
								A	2.1	13	171	1281	327A	233A		362A	303A	303A	99V	59V	47V		637A	386A	602A	344A	251A	LT	83V	LT	199A	158V	
TONIGHT SHOW																																	
M-F	11.30P	60	NBC	GV		99	99	A	6.4	20	522	1418	666	189		689	239	390	347	328	243		577	244	386	328	223	147	121	56A	31A	31A	
	11.30 - 12.00							B	6.9	22	562																						
	12.00 - 12.30							A	7.2	20	587	1431	676	202		698	240	395	354	341	243		607	245	394	336	235	172	105	48A	21V	21V	
								A	5.6	20	456	1373	648	172		672	234	381	335	309	243		528	242	370	312	198	110A	134	64A	39A	39A	
VEGA\$-12.00																																	
						38	153	150	A	2.6	11	212	910	400A	160A		415A	198A	359A	250A	179A	47V		434A	193A	302A	212A	222A	132V	61V	61V	LT	LT
THU. 12.00M 69 ABC PD 86 86																																	
	12.00 - 12.30							B	3.0	14	245																						
	12.30 - 1.00							A	2.7	10	220	1095	504A	186A		504A	241A	413A	304A	213A	73V		527A	236A	359A	260A	254A	168A	64V	64V	LT	LT	
								A	2.6	12	212	774	345A	156A		373A	203A	340A	208A	137V	33V		330A	146A	236A	161A	184A	94V	71V	71V	LT	LT	
•WEEKDAY DAYTIME																																	
ABC DAYTIME NEWSBRIEF-M-F 199 176 176																																	
	M-F	1.57P	2	ABC	N	93	93	A	8.6	28	701	1478	738	225		827	413	609	464	341	179		236	109	183	146	102	40A	241	204	174	137	
								B	8.6	30	701																						
ABC NEWS THIS MORNING-645 15 133 134																																	
	M-F	6.45A	15	ABC	N	85	85	A	1.6	18	130	LT	LT	LT		LT	LT	LT	LT	LT	LT		LT	LT	LT	LT	LT	LT	LT	LT	LT		
								B	1.5	17	122																						
ALICE-M-F 195 152 151																																	
	M-F	10.30A	30	CBS	CS	88	88	A	6.9	30	562	1758	451	89A		485	193	302	290	227	146		258	146	176	120	67A	80A	398	226	617	411	
								B	5.5	26	448																						
ALL MY CHILDREN 199 202 202																																	
	M-F	1.00P	60	ABC	DD	98	98	A	9.8	32	799	1449	703	212		794	388	562	423	332	187		239	99	171	141	110	55A	244	209	172	136	
	1.00 - 1.30							B	9.3	32	758																						
	1.30 - 2.00							A	9.2	30	750	1461	694	212		789	384	556	425	333	186		243	98	177	146	117	53A	256	217	173	137	
								A	10.3	34	839	1439	718	212		804	396	571	428	332	188		233	96	164	134	105	56A	234	202	168	132	
ANOTHER WORLD 192 200 201																																	
	M-F	2.00P	60	NBC	DD	99	99	A	4.7	17	383	1355	829	185		924	271	446	417	446	400		203	87A	96A	54A	46A	104A	128A	71A	100A	78A	
	2.00 - 2.30							B	4.5	16	367																						
	2.30 - 3.00							A	4.6	16	375	1376	846	197		943	272	455	426	450	412		202	83A	94A	53A	48A	106A	121A	67A	110A	83A	
								A	4.7	17	383	1321	808	182		903	268	428	401	436	395		198	86A	94A	51A	45A	102A	128A	68A	92A	76A	
AS THE WORLD TURNS 197 201 201																																	
	M-F	1.30P	60	CBS	DD	99	99	A	6.9	23	562	1406	778	144		856	205	378	383	426	400		241	83A	113	63A	92A	128	110	72A	199	112	
	1.30 - 2.00							B	7.0	25	571																						



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18-34	18-49		25-54	35-64		55+	TOTAL	18-34	18-49		25-54	35-64	55+	TOTAL	FEM	TOTAL	8-11
WEEKDAY DAYTIME CONT'D																																
CAPTAIN KANGAROO						125	86	85	A	.5	6	41	LT LT LT		LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT			
M-F						6.30A	30	CBS	C																							
CHIPS M-F						59	159	159	A	4.3	15	350	1500	459	85^	559	184	304	228	239	246	291	135^	149^	104^	86^	124^	320	146^	330	267	
M-F						3.00P	60	NBC	OP																							
3.00 - 3.30									B	3.8	14	310	1426	472	104^	579	186	319	240	259	254	266	114^	128^	92^	85^	122^	286	132^	295	231	
3.30 - 4.00									A	4.0	14	326	1525	437	69^	530	181	285	216	213	232	302	145^	156^	107^	86^	128^	341	155^	352	291	
DAYS OF OUR LIVES						194	208	206	A	6.2	20	505	1444	815	237	933	293	433	381	417	408	243	72^	88^	56^	91^	152	120	70^	148	116	
M-F						1.00P	60	NBC	DD																							
1.00 - 1.30									B	5.6	20	456	1472	815	240	933	293	423	368	411	415	267	78^	90^	59^	103^	173	114^	68^	158	120^	
1.30 - 2.00									A	5.9	19	481	1387	806	228	918	287	434	383	418	396	215	65^	83^	54^	81^	129	120	67^	134	109^	
DIFF'RENT STROKES M-F						65	121	122	A	4.7	22	383	2099	543	126^	577	161	346	325	269	208	269	135^	177	118^	52^	92^	565	238	688	543	
M-F						10.00A	30	NBC	CS																							
DOCTORS						75	136	137	A	2.2	8	179	1620	909	211^	965	351	475	318^	308^	435	285^	85^	107^	112^	111^	150^	140^	67^	230^	179^	
M-F						12.00N	30	NBC	DD																							
EARLY TODAY M-F						14	163	167	A	1.3	16	106	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
M-F						6.30A	25	NBC	N																							
EDGE OF NIGHT						191	155	155	A	4.8	17	391	1637	767	173	856	355	521	423	359	278	197	97^	110^	89^	54^	77^	300	251	284	184	
M-F						4.00P	30	ABC	DD																							
FAMILY FEUD						199	173	173	A	7.3	27	595	1566	650	149	701	302	397	331	277	258	235	66^	135	118	130	87^	364	239	266	192	
M-F						12.00N	30	ABC	QP																							
GENERAL HOSPITAL						197	204	204	A	10.2	35	831	1493	723	181	789	366	539	404	294	218	216	94	142	108	79	59^	318	266	170	111	
M-F						3.00P	60	ABC	DD																							
3.00 - 3.30									B	10.8	35	880	1480	723	177	791	372	544	409	290	216	206	93	136	102	73^	55^	315	265	168	115	
3.30 - 4.00									A	10.0	35	815	1501	728	184	791	362	538	403	300	220	219	93	141	108	81	63^	320	269	171	109	
GOOD MORNING, AMERICA-730						199	207	207	A	4.2	29	342	1254	742	219	777	219	371	380	380	318	404	84^	155^	201	215	179	LT	LT	61^	23^	
M-F						7.30A	30	ABC	N																							
GOOD MORNING, AMERICA-830						199	206	206	A	4.6	25	375	1192	779	256	792	240	389	394	413	299	259	29^	91^	123^	131^	134^	75^	64^	66^	42^	
M-F						8.30A	30	ABC	N																							
GUIDING LIGHT						196	203	204	A	7.0	24	571	1454	837	143	942	295	513	486	450	352	219	99^	126	79^	72^	82^	107	78^	186	100^	
M-F						3.00P	60	CBS	DD																							
3.00 - 3.30									B	7.6	25	619	1468	848	141	953	307	522	495	447	353	212	91^	116	67^	71^	87^	107	80^	196	113	
3.30 - 4.00									A	6.9	24	562	1420	826	139	926	281	498	475	450	350	216	101	131	87^	71^	75^	104	73^	174	86^	
LOVE BOAT DAYTIME						198	188	187	A	8.1	33	660	1691	464	162	502	226	324	257	242	141	215	132	161	83^	63^	49^	506	329	468	348	
M-F						11.00A	60	ABC	CS																							
11.00 - 11.30									B	6.2	27	505	1718	468	170	496	218	309	254	241	146	209	125	158	82^	65^	48^	534	351	479	352	
11.30 - 12.00									A	7.4	31	603	1630	453	154	494	229	326	255	236	133	209	132	158	83	59^	46^	476	305	451	337	
MORNING-KURTIS & SAWYER 1						85	179	183	A	2.6	18	212	1151	557	99^	566	132^	203^	222^	255^	297	368	56^	123^	109^	227^	231^	38^	LT	179^	132^	
M-F						7.30A	30	CBS	N																							
MORNING-KURTIS & SAWYER 2						85	179	183	A	3.0	16	245	1286	564	94^	633	134^	228^	216^	208^	381	343	77^	150^	135^	152^	184^	57^	25^	253	163^	
M-F						8.30A	30	CBS	N																							
NEWSBREAK-11.57						194	168	168	A	7.6	29	619	1367	550	147	634	152	267	270	299	317	283	96	123	78^	77^	152	180	92^	270	198	
M-F						11.57A	2	CBS	N																							

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
WEEKDAY DAYTIME CONT'D																																			
NEWSBREAK-3.57	M-F	3.57P	2	CBS	N	196	181	182	196	181	182	196	181	182	196	A 5.8 20 473	1366	798 133	899	249	476	481	463	336	196	92^	113^	74^	59^	72^	110^	78^	161	87^	
																B 6.4 20 522																			
ONE DAY AT A TIME-M-F	M-F	10.00A	30	CBS	CS	193	141	139	193	141	139	193	141	139	193	A 4.7 22 383	1713	381 68^	407	149^	198	219	190	152^	248	128^	171	114^	101^	68^	327	191	731	440	
																B 4.0 20 326																			
ONE LIFE TO LIVE	M-F	2.00P	60	ABC	DD	199	202	202	199	202	202	199	202	202	199	A 8.5 30 693	1427	699 255	833	415	579	437	314	215	193	104	136	82^	54^	47^	242	213	159	108	
																B 8.9 32 725																			
		2.00 - 2.30														A 8.4 29 685	1397	679 253	811	404	563	421	310	210	186	100	135	80^	59^	42^	243	214	157	110	
		2.30 - 3.00														A 8.6 31 701	1431	714 252	846	427	590	449	310	216	195	106	132	76^	47^	53^	236	209	154	104	
PRICE IS RIGHT 1	M-F	11.00A	30	CBS	AP	196	194	196	196	194	196	196	194	196	196	A 7.4 31 603	1446	558 114	644	155	279	272	291	321	311	97^	133	94^	110	169	198	97	293	219	
																B 6.5 30 530																			
PRICE IS RIGHT 2	M-F	11.30A	30	CBS	AP	195	193	196	195	193	196	195	193	196	195	A 8.6 33 701	1387	560 130	656	160	286	269	310	334	298	95	127	76^	102	164	184	92	249	190	
																B 7.8 34 636																			
RYAN'S HOPE	M-F	12.30P	30	ABC	DD	198	184	184	198	184	184	198	184	184	198	A 6.9 25 562	1374	648 187	723	353	484	397	304	205	209	89^	138	102^	88^	55^	246	194	196	126	
																B 6.7 25 546																			
SEARCH FOR TOMORROW	M-F	12.30P	30	NBC	DD	75	183	184	75	183	184	75	183	184	75	A 3.0 11 245	1412	772 130^	894	294	417	281	293	429	257	82^	98^	69^	135^	151^	93^	57^	168^	111^	
																B 3.0 12 245																			
TATTLETALES	M-F	4.00P	30	CBS	QG	124	108	112	124	108	112	124	108	112	124	A 3.4 12 277	1271	690 224	802	166^	390	408	375	347	177^	40^	46^	36^	47^	119^	173^	101^	119^	91^	
																B 2.9 9 236																			
TEXAS	M-F	11.00A	60	NBC	DD	60	177	178	60	177	178	60	177	178	60	A 2.9 12 236	1627	868 147^	983	425	513	304	343	407	217^	77^	103^	95^	84^	101^	109^	88^	318	187^	
		11.00 - 11.30														B 2.6 12 212																			
		11.30 - 12.00														A 2.9 12 236	1682	849 144^	984	446	521	288	329	407	200^	77^	98^	84^	68^	94^	108^	88^	390	203^	
																A 2.9 11 236	1547	877 144^	979	402	499	314	353	407	224^	76^	102^	92^	93^	110^	106^	89^	238^	162^	
TODAY SHOW-7.30AM	M-F	7.30A	30	NBC	N	197	211	206	197	211	206	197	211	206	197	A 3.7 25 302	1232	652 162^	722	119^	232	275	348	427	451	67^	163^	180^	212	255	16^	LT	43^	23^	
																B 4.6 25 375																			
TODAY SHOW-8.30AM	M-F	8.30A	30	NBC	N	198	209	206	198	209	206	198	209	206	198	A 3.7 20 302	1351	728 129^	794	149^	315	325	385	423	385	77^	183^	194	219	166^	56^	56^	116^	63^	
																B 4.8 24 391																			
WHEEL OF FORTUNE	M-F	10.30A	30	NBC	QG	59	147	149	59	147	149	59	147	149	59	A 4.8 21 391	1627	517 143^	581	106^	228	249	306	296	303	89^	161	143^	118^	132^	342	204	401	294	
																B 3.8 18 310																			
YOUNG AND THE RESTLESS	M-F	12.30P	60	CBS	DD	197	198	200	197	198	200	197	198	200	197	A 8.1 30 660	1411	787 163	862	242	457	416	419	340	188	78^	92	58^	48^	88^	170	130	191	146	
		12.30 - 1.00														B 7.3 28 595																			
		1.00 - 1.30														A 8.0 30 652	1425	792 176	862	251	469	417	416	334	195	81^	95	59^	51^	91	179	139	189	148	
																A 8.2 29 668	1382	779 147	858	231	445	413	420	343	178	72^	87^	54^	44^	84^	154	118	192	142	
WEEKEND DAYTIME																																			
ABC WEEKEND SPECIALS	2 SAT.	12.00N	30	ABC	FV	32	180	180	32	180	180	32	180	180	32	A 4.4 19 359	1045	335^ 62^	388^	98^	179^	156^	217^	162^	231^	189^	189^	134^	LT	42^	206^	206^	220^	165^	
																B 5.5 20 448																			
ABC WIDE WORLD-SPORTS SAT	1 SAT.	5.00P	90	ABC	SA	29	205	204	29	205	204	29	205	204	29	A 6.3 19 513	1331	376 105^	408	138^	233^	260	216^	130^	629	221^	378	370	313	189^	145^	14^	149^	99^	
		4.30P	90													B 9.1 22 742																			
		4.30 - 5.00														A 3.9 12 318	1459	436^ 57^	436^	172^	172^	188^	207^	198^	519^	111^	270^	349^	368^	170^	224^	85^	280^	205^	
		5.00 - 5.30														A 5.8 17 473	1381	428 113^	447	168^	283	306	231^	116^	603	222^	345	349	291	195^	145^	13^	186^	142^	
		5.30 - 6.00														A 7.4 22 603	1299	334 80^	356	101^	204	226	202	114^	660	257	405	361	300	197^	154^	LT	129^	89^	
		6.00 - 6.30														A 7.5 21 611	1226	351^ 169^	436	143^	242^	282^	225^	154^	655	192^	421	426	341^	175^	79^	LT	56^	LT	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

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PROGRAM NAME										AUDIENCE COMPOSITION																			
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)			
							WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)			TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11
WEEKEND DAYTIME CONT'D																													
BUGS BUNNY/ROAD RUNNER	3	31	199	199	A	6.9	30	562	1911	415	123^	476	316	417	222	131^	59^	400	274	317	228	91^	61^	195^	90^	840	481		
SAT.	10.30A	30	CBS	CA	B	7.4	29	603																					
BUGS BUNNY/ROAD RUNNER	4	31	199	198	A	7.3	31	595	1501	262	69^	273	174^	247	154^	99^	26^	331	198^	257	156^	98^	74^	200^	46^	697	414		
SAT.	11.00A	30	CBS	CA	B	7.7	30	628																					
BULLWINKLE	39	132	131	A	2.9	12	236	665	170^	39^	170^	131^	131^	131^	39^	39^	152^	88^	152^	64^	64^	LT	72^	72^	271^	85^			
SAT.	12.30P	30	NBC	CA	B	3.3	12	269																					
CBS SPORTS SATURDAY	26	180	183	A	5.8	18	473	1444	343	122^	376	79^	176^	185^	188^	183^	767	262	493	496	418	251^	121^	63^	180^	158^			
SAT.	4.30P	90	CBS	SA	B	6.6	17	538																					
4.30 - 5.00				A	5.5	18	448	1478	376	159^	402	100^	220^	203^	184^	175^	776	247^	481	503	413	273	108^	76^	192^	147^			
5.00 - 5.30				A	6.8	21	554	1484	325	114^	348	79^	187^	198^	196^	150^	778	250	493	521	434	257	130^	64^	228	213^			
5.30 - 6.00				A	5.1	16	416	1339	325	86^	375	52^	107^	139^	173^	236^	740	290	495	447	405	226^	113^	46^	111^	104^			
CBS SPORTS SUNDAY	4	186	184	A	7.4	23	603	1521	414	146^	445	147^	228	155^	231	199^	812	336	599	502	426	176^	103^	39^	161^	132^			
SUN.	4.30P	90	CBS	SA	B	6.3	19	513																					
4.30 - 5.00				A	6.5	21	530	1598	445	159^	508	192^	291	173^	238	193^	790	314	574	470	410	174^	93^	39^	207^	186^			
5.00 - 5.30				A	7.7	24	628	1556	419	166^	442	159^	238	157^	218	192	851	376	647	531	425	179^	94^	27^	169^	129^			
5.30 - 6.00				A	7.8	24	636	1454	389	114^	406	99^	169^	143^	246	216	809	319	585	514	452	180^	119^	48^	120^	93^			
DAFFY/SPEEDY SHOW	34	160	156	A	4.1	17	334	1500	309^	87^	384	252^	309^	183^	132^	75^	256^	186^	256^	85^	70^	LT	167^	131^	693	444			
SAT.	12.00N	30	NBC	CA	B	4.8	18	391																					
DAYAN'S ISRAEL(S)				A	1.8	6	147	1293^	551^	245^	551^	LT	130^	163^	368^	388^	619^	279^	436^	395^	334^	183^	109^	LT	LT	LT	LT		
1 SUN.	3.00P	150	ABC	DO			84																						
3.00 - 3.30				A	1.5	5	122	1434^	753^	369^	753^	LT	147^	237^	491^	516^	630^	203^	507^	507^	427^	123^	51^	LT	LT	LT	LT		
3.30 - 4.00				A	1.7	6	139	1532^	733^	453^	733^	LT	316^	316^	567^	417^	661^	229^	445^	445^	432^	216^	138^	LT	LT	LT	LT		
4.00 - 4.30				A	2.0	6	163	1074^	338^	142^	338^	LT	67^	67^	338^	271^	583^	326^	392^	276^	257^	191^	153^	LT	LT	LT	LT		
4.30 - 5.00				A	1.9	6	155	1439^	580^	181^	580^	LT	103^	129^	303^	451^	736^	381^	535^	458^	355^	201^	123^	LT	LT	LT	LT		
5.00 - 5.30				A	1.7	5	139	1173^	460^	144^	460^	LT	LT	86^	187^	374^	576^	252^	353^	353^	273^	223^	72^	LT	65^	65^			
DEAR ALEX & ANNIE-10.56AM	23	195	198	A	4.5	20	367	1926	292^	139^	295^	137^	208^	197^	158^	52^	262^	148^	210^	175^	95^	35^	341	195^	1028	568			
SAT.	10.56A	3	ABC	CN	B	5.3	21	432																					
DEAR ALEX & ANNIE-11.25AM	40	89	107	A	1.7	8	139	698^	238^	145^	238^	LT	123^	195^	195^	43^	72^	35^	35^	35^	37^	37^	144^	LT	244^	244^			
1 SUN.	10.55A	4	ABC	CN	B	2.7	11	220																					
2 SUN.	11.25A	4																											
FACE THE NATION	41	172	175	A	3.0	13	245	1261	628	302^	633	204^	241^	323^	287^	310^	478^	155^	254^	205^	257^	224^	32^	32^	118^	65^			
SUN.	11.30A	30	CBS	CC	B	3.3	12	269																					
FLINTSTONE'S COMEDY SHW2	41	177	179	A	2.3	24	187	1914	427^	144^	465^	239^	304^	146^	97^	161^	427^	310^	368^	129^	58^	59^	102^	LT	920	604^			
SAT.	8.00A	30	NBC	CA	B	2.8	22	228																					
FONZ AND HAPPY DAYS GANG	23	193	195	A	4.9	22	399	1922	245^	132^	292^	142^	202^	152^	127^	55^	355	213^	313	269^	125^	26^	314	158^	961	601			
SAT.	11.00A	30	ABC	CA	B	5.9	24	481																					
GOLDIE GOLD/ACTION JACK	23	192	195	A	3.3	18	269	1654	390^	60^	394^	265^	349^	164^	129^	45^	152^	66^	99^	99^	86^	53^	212^	37^	896	487			
SAT.	9.00A	30	ABC	CA	B	3.9	18	318																					
HEATHCLIFF & MARMADUKE	23	183	189	A	4.9	21	399	1692	292^	93^	339	146^	232^	183^	154^	83^	278^	157^	222^	185^	75^	46^	323	183^	752	441			
SAT.	11.30A	30	ABC	CA	B	5.8	23	473																					
IN THE NEWS- 8.26AM	42	190	192	A	1.9	16	155	639^	78^	LT	117^	78^	78^	LT	LT	39^	129^	103^	103^	103^	LT	LT	45^	45^	348^	284^			
SAT.	8.26A	3	CBS	CN	B	2.8	19	228																					



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18- 34	WOMEN			MEN								TOTAL FEM.	TOTAL 6-11				
																18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+							
WEEKEND DAYTIME CONT'D																																
IN THE NEWS-		8.56AM				42	199	200	A	2.5	16	204	1593	93v LT	127v	83v	83v	LT	LT	44v	368^	182^	201^	123v	151^	167^	171^	74v	927	554^		
SAT.		8.56A	3	CBS	CN	99	99	B	3.5	18	285																					
IN THE NEWS-		9.26AM				42	199	200	A	3.2	17	261	1770	227^ 84v	273^	154^	211^	152^	57v	62v	298^	192^	229^	160^	83v	69v	405^	202^	794	449^		
SAT.		9.26A	3	CBS	CN	99	99	B	4.4	20	359																					
IN THE NEWS-		9.56AM				41	200	200	A	5.8	28	473	1704	218^ 81^	286	182^	235^	155^	61v	51v	350	244^	297	191^	77^	53v	261	110^	807	402		
SAT.		9.56A	3	CBS	CN	99	99	B	6.5	27	530																					
IN THE NEWS-		11.56AM				40	189	188	A	5.4	23	440	1514	162^ 87^	212^	130^	157^	72^	61v	55v	324	148^	245^	156^	144^	79^	258^	52v	720	433		
SAT.		11.56A	3	CBS	CN	95	94	B	5.6	21	456																					
IN THE NEWS-		12.26PM				40	171	172	A	3.4	14	277	1848	184^ 98v	444	216^	300^	120^	196^	122^	277^	190^	238^	181^	87v	39v	220^	126^	907	401^		
SAT.		12.26P	3	CBS	CN	87	88	B	4.5	16	367																					
IN THE NEWS-		12.56PM				38	168	172	A	4.3	17	350	1666	255^ 118^	432	240^	325^	188^	192^	107^	235^	177^	235^	235^	58v	LT	153^	77v	846	414		
SAT.		12.56P	3	CBS	CN	88	89	B	5.3	18	432																					
IN THE NEWS-		1.26PM				36	159	162	A	3.6	14	293	1195	260^ 17v	260^	44v	85v	85v	140^	175^	205^	123^	174^	147^	82v	31v	109^	109^	621	280^		
SAT.		1.26P	3	CBS	CN	84	85	B	4.6	16	375																					
IN THE NEWS-		10.56AM				42	199	199	A	7.3	32	595	1812	405 134^	462	317	404	225	125^	58^	357	256	294	191^	65^	63^	207	86^	786	453		
SAT.		10.56A	3	CBS	CN	98	98	B	7.3	28	595																					
IN THE NEWS-		11.26AM				42	199	198	A	7.0	30	571	1324	189^ 75^	201^	132^	181^	116^	69^	20v	323	188^	246	150^	101^	77^	174^	23v	626	334		
SAT.		11.26A	3	CBS	CN	98	98	B	7.3	28	595																					
KID SUPER POWER I						41	194	195	A	5.4	28	440	1450	202^ 109^	217^	149^	181^	120^	44v	36v	111^	63v	81^	38v	18v	30v	97^	53v	1025	514		
SAT.		9.30A	30	NBC	CA	96	96	B	6.1	27	497																					
KID SUPER POWER II						41	194	195	A	5.0	23	408	1735	280^ 106^	338	167^	278^	162^	130^	60v	144^	104^	104^	21v	LT	40v	145^	75^	1108	621		
SAT.		10.00A	30	NBC	CA	96	96	B	5.8	24	473																					
KIDS ARE PEOPLE TOO I						40	85	110	A	1.5	8	122	1074	541^ 213v	541^	156v	360^	402^	353^	49v	81v	40v	40v	40v	LT	41v	99v	LT	353^	205v		
1 SUN.		10.00A	30	ABC	CL	68	79	B	2.3	10	187																					
2 SUN.		10.30A	35																													
10.00 - 10.30									A	1.0	5	82	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
10.30 - 11.00									A	1.9	9	155	1574	819^ 304v	819^	244v	548^	587^	536^	71v	116v	58v	58v	58v	31v	58v	123v	LT	516^	266v		
KIDS ARE PEOPLE TOO II						40	89	107	A	1.7	8	139	763^	288^ 152v	288^	LT	173v	252^	230^	36v	73v	37v	37v	37v	36v	36v	158v	LT	244^	244^		
1 SUN.		10.30A	30	ABC	CL	69	78	B	2.6	10	212																					
2 SUN.		11.05A	25																													
KWICKY KOALA SHOW						25	160	162	A	4.2	17	342	1339	280^ LT	284^	47v	106^	106^	178^	178^	205^	126^	170^	140^	79v	35v	177^	140^	673	340^		
SAT.		1.00P	30	CBS	CA	84	85	B	4.7	16	383																					
LAVERNE AND SHIRLEY						38	194	197	A	4.1	20	334	1772	330^ 66v	348^	165^	286^	253^	183^	52v	183^	90v	138^	113^	78v	45v	340^	119^	901	572		
SAT.		9.30A	30	ABC	CA	99	99	B	5.7	25	465																					
MEET THE PRESS						39	191	189	A	3.4	14	277	1199	509 83v	584	191^	224^	134^	90v	360^	497	147^	253^	253^	195^	244^	92v	LT	26v	26v		
SUN.		12.30P	30	NBC	CC	99	99	B	3.9	14	318																					
NATIONAL SPORTS FESTIVAL(S)						184			A	4.5	15	367	1777	433^ 163v	463^	159v	297^	291^	266^	77v	860	326^	565^	547^	464^	173^	16v	16v	438^	310^		
2 SUN.		3.00P	120	ABC	SE	93																										
3.00 - 3.30									A	3.9	14	318	1676	424^ 142v	471^	94v	302^	302^	337^	75v	827	331^	607^	535^	420^	156v	LT	LT	378^	296^		
3.30 - 4.00									A	4.9	16	399	1712	313^ 118v	353^	125v	223^	151v	185^	77v	848	396^	572^	432^	376^	204^	LT	LT	511^	380^		
CONT'D																																

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11					
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+						
WEEKEND DAYTIME CONT'D																															
NATIONAL SPORTS FE-CONT'D																															
		4.00 - 4.30						A	4.8 16	391	1749	430^189^	450^207^	291^324^	217^ 70v	838	343^	516^519^	442^179^	LT	LT	461^	363^								
		4.30 - 5.00						A	4.5 14	367	1905	568^191^	568^196^	374^392^	334^ 71v	891	221^	543^696	602^142v	67v	67v	379^	186^								
NBC MAJOR LEAGUE PRE GAME																															
1 SAT.		2.00P	15	NBC	SC	95	95	A	4.8 18	391	1427	361 159^	384 126^	218^142^	128^149^	800	335	526 397	281^242^	99^	99^	144^	144^								
2 SAT.		2.00P	17					B	4.7 17	383																					
NBC MAJOR LEAGUE BASEBALL																															
1 SAT.		2.15P	181	NBC	SE	95	95	A	7.0 23	571	1361	391 118^	414 67^	165^152^	196^229	742	252	373 323	311 313	82^	78^	123^	103^								
2 SAT.		2.17P	180					B	6.6 22	538																					
		2.30 - 3.00						A	6.5 23	530	1294	324 113^	337 45v	132^138^	144^186^	719	276	400 345	269 261	72^	72^	166^	166^								
		3.00 - 3.30						A	7.1 24	579	1268	327 128^	358 61^	133^123^	151^203^	683	222	332 300	282 288	70^	70^	157^	142^								
		3.30 - 4.00						A	7.4 24	603	1443	379 156^	450 94^	208 157^	200 222	767	233	367 335	327 344	87^	87^	139^	126^								
		4.00 - 4.30						A	7.4 25	603	1347	402 88^	402 45v	143^144^	226 237	757	234	340 305	314 349	112^	112^	76^	47v								
		4.30 - 5.00						A	7.3 23	595	1432	468 82^	468 72^	201^195^	249 253	805	267	411 348	365 345	82^	82^	77^	41v								
POPEYE/OLIVE COMEDY SHOW																															
SAT.		8.00A	30	CBS	CA	97	97	A	1.7 16	139	633^	94v LT	108v 50v	50v LT	LT 58v	122v	86v	86v 86v	LT 36v	51v	51v	352^	266^								
								B	2.3 16	187																					
RICHIE RICH/SCOOBY DOO-1																															
SAT.		10.00A	30	ABC	CA	99	99	A	4.6 24	375	1837	210^ 72v	234^111^	180^165^	123^ 35v	257^169^	209^134^	72v 48v	290^136^	1056	613										
								B	5.7 25	465																					
RICHIE RICH/SCOOBY DOO-2																															
								A	5.0 24	408	1877	276^147^	276^143^	199^190^	133^ 50v	257^160^	203^156^	80^ 39v	297 171^	1047	623										
SAT. 10.30A 30 ABC CA 99 99																															
B 6.4 26 522																															
SCHOOLHOUSE ROCK-8.26AM																															
SAT.		8.26A	4	ABC	CN	94	94	A	2.6 25	212	1486	222^ 33v	222^165^	222^118v	57v LT	321^165^	165^133v	156^ 75v	108v LT	835	401^										
								B	3.3 22	269																					
SCHOOLHOUSE ROCK-8.55AM																															
SAT.		8.55A	4	ABC	CN	98	98	A	3.2 21	261	2004	298^100v	302^222^	302^210^	80v LT	284^176^	210^148^	108v 74v	230^ 39v	1188	659										
								B	3.8 20	310																					
SCHOOLHOUSE ROCK-9.25AM																															
SAT.		9.25A	4	ABC	CN	98	99	A	3.7 19	302	1563	380^ 63v	380^232^	327^169^	148^ 53v	142^ 72v	102^102^	70v 40v	180^ 33v	861	493										
								B	4.0 18	326																					
SMURFS I																															
SAT.		8.30A	30	NBC	CA	99	99	A	5.1 39	416	1769	265^106^	269^173^	203^108^	43v 66v	257^156^	204^149^	76^ 25v	87^ 36v	1156	652										
								B	6.0 36	489																					
SMURFS II																															
SAT.		9.00A	30	NBC	CA	99	99	A	7.3 43	595	1526	195^ 77^	201^146^	158^105^	26v 43v	139^123^	139^ 57^	16v LT	134^ 94^	1052	576										
								B	8.3 40	676																					
SPACE STARS I																															
SAT.		11.00A	30	NBC	CA	91	91	A	3.5 15	285	1632	350^144^	416^336^	357^176^	39v 59v	107v LT	82v 82v	70v 25v	183^141^	926	517										
								B	4.4 17	359																					
SPACE STARS II																															
SAT.		11.30A	30	NBC	CA	91	91	A	3.7 16	302	1811	381^189^	484 412	412 140^	21v 72v	152^ 53v	113^ 76v	69v 39v	284^125^	891	521										
								B	4.5 17	367																					
SPIDER-MAN & FRIENDS																															
SAT.		10.30A	30	NBC	CA	98	97	A	4.9 22	399	1657	235^133^	252^164^	192^172^	48v 60v	100^ 38v	70v 50v	32v 30v	219^ 98^	1086	629										
								B	5.8 23	473																					
SPORTSBEAT																															
1 SUN.		5.30P	30	ABC	SC	91		A	3.4 10	277	1274	310^ 51v	404^ LT	43v141v	184v263^	743^286^	538^538^	392^205v	LT LT	127v	127v										
								B	3.1 10	253																					
SPORTSWORLD																															
1 SUN.		2.00P	215	NBC	SA	92	93	A	5.6 18	456	1487	473 181^	486 132^	283 283	293 169^	735	298	478 396	351 208^	115^ 42v	151^	151^									
2 SUN.		4.03P	07					B	6.2 17	505																					
CONT'D																															

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK START										PROG. NET TYPE		WK 1 WK 2		K E Y	AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
#	DAY	TIME	DUR														TOTAL	18-34			18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+						
WEEKEND DAYTIME CONT'D																																				
SPORTSWORLD-CONT'D																																				
2.00 - 2.30														A	5.2	18	424	1467	452	245	452	122	287	299	330	153	760	259	491	383	407	245	90	71	165	165
2.30 - 3.00														A	5.6	18	456	1320	448	224	448	132	305	349	316	99	737	301	467	354	351	234	135	74	131	131
3.00 - 3.30														A	5.5	19	448	1670	471	216	471	127	307	369	344	102	887	444	624	439	352	196	181	76	131	131
3.30 - 4.00														A	5.5	18	448	1404	457	219	457	137	287	352	320	105	699	226	434	281	431	192	185	81	63	63
4.00 - 4.30														A	5.4	17	440	1407	456	186	472	143	253	256	218	188	691	273	429	380	351	218	91	36	153	153
4.30 - 5.00														A	5.3	17	432	1646	571	197	588	175	349	301	308	206	809	370	549	435	336	220	91	LT	158	158
5.00 - 5.30														A	6.0	19	489	1526	459	86	479	96	242	205	294	215	682	267	436	452	317	182	111	33	254	254
SUNDAY MORNING														A	3.4	20	277	1412	615	166	643	173	277	308	224	318	703	310	455	433	319	223	18	LT	48	48
SUN. 9.00A 90 CBS N														B	4.6	23	375																			
9.00 - 9.30														A	3.0	21	245	1388	513	93	558	146	220	244	177	277	736	360	478	420	256	242	LT	LT	77	77
9.30 - 10.00														A	3.6	21	293	1491	628	143	655	208	300	327	219	304	777	364	511	482	349	231	21	LT	38	38
10.00 - 10.30														A	3.7	19	302	1305	661	241	682	162	298	328	261	354	579	204	357	377	325	196	21	LT	23	23
SUPERFRIENDS														A	2.4	25	196	1577	218	40	224	178	224	117	46	LT	281	174	174	107	107	66	112	LT	960	465
SAT. 8.00A 30 ABC CA														B	3.3	24	269																			
TARZAN/L.RANGER/ZORRO HR1														A	2.2	15	179	1654	79	LT	124	78	78	LT	LT	46	359	180	202	129	144	157	199	83	972	626
SAT. 8.30A 30 CBS CA														B	3.2	18	261																			
TARZAN/L.RANGER/ZORRO HR2														A	3.0	17	245	1686	191	70	232	138	180	132	42	52	290	172	201	138	90	89	338	151	826	487
SAT. 9.00A 30 CBS CA														B	4.1	19	334																			
THIS WEEK-DAVID BRINKLEY														A	3.2	13	261	1345	678	237	693	150	264	292	253	371	652	104	162	241	333	380	LT	LT	LT	LT
1 SUN. 1.00P 60 ABC N														B	3.6	13	293																			
2 SUN. 11.30A 60														A	2.8	12	228	1368	868	390	868	249	490	487	321	324	500	48	83	272	272	228	LT	LT	LT	LT
11.30 - 12.00														A	3.7	16	302	1358	761	291	761	159	307	295	199	403	597	60	96	216	255	381	LT	LT	LT	LT
12.00 - 12.30														A	3.1	11	253	1328	574	131	597	123	147	197	232	400	731	150	260	260	430	415	LT	LT	LT	LT
1.00 - 1.30														A	2.9	11	236	1360	521	115	559	71	105	177	264	382	801	157	195	202	390	522	LT	LT	LT	LT
1.30 - 2.00																																				
30 MINUTES														A	3.3	13	269	1297	409	41	409	86	223	223	275	186	372	163	261	261	209	111	100	100	416	164
SAT. 1.30P 30 CBS DN														B	3.5	12	285																			
THUNDARR THE BARBARIAN														A	3.7	23	302	1834	419	119	419	287	396	239	132	23	264	132	189	147	132	75	117	34	1034	563
SAT. 8.30A 30 ABC CA														B	3.8	20	310																			
TOM AND JERRY COMEDY SHOW														A	4.8	19	391	1647	259	113	435	247	338	170	175	97	213	135	200	200	78	13	145	61	854	452
SAT. 12.30P 30 CBS CA														B	5.4	19	440																			
TROLLKINS														A	3.9	16	318	1758	182	100	433	197	289	127	208	121	277	193	237	186	84	40	192	88	856	374
SAT. 12.00N 30 CBS CA														B	4.3	16	350																			
U.S. WOMENS OPEN GOLF-SUN(S)														A	5.1	15	416	1615	755	406	772	167	393	420	541	221	669	83	191	325	439	323	18	18	156	82
2 SUN. 5.00P 120 ABC SE																																				
5.00 - 5.30														A	4.0	12	326	1761	745	331	745	211	389	430	471	181	694	77	178	355	494	307	92	92	230	110
5.30 - 6.00														A	4.9	14	399	1647	717	366	717	208	351	335	427	209	707	67	163	380	491	327	LT	LT	223	116
6.00 - 6.30														A	6.1	17	497	1358	640	298	640	109	256	298	469	233	617	69	147	268	397	349	LT	LT	101	73
6.30 - 7.00														A	5.6	15	456	1678	883	591	933	145	551	596	743	234	641	101	257	299	388	288	LT	LT	104	41

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JULY 12, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						25,020 30.7											
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						12,470 15.3	12.4*		14.7*		15.4*		16.0*		16.4*		16.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						29 11.7	26* 13.0		28* 14.5		28* 15.4		29* 16.1		30* 16.6		31* 16.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,390 15.2		13,690 16.8		16,710 20.5		16,380 20.1		17,440 21.4			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						10,270 12.6		11,740 14.4		14,340 17.6		14,510 17.8		13,450 16.5	16.1*		17.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						26 12.3		28 13.0		32 16.7		32 17.5		30 15.6	29* 16.5		31* 17.1
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						13,610 16.7						13,770 16.9					
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						7,820 9.6	9.2*		9.4*		10.1*	9.7	8.9*		10.2*		9.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						18 9.5	19* 8.9		18* 9.0		18* 9.9	16* 10.2	16* 8.8		18* 10.1		18* 10.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						7,990 9.8		19,970 24.5									
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						6,760 8.3		10,020 12.3									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						16 8.0		22 8.6		20* 10.8		22* 12.5		25* 14.1		25* 14.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,490 19.0		15,000 18.4		19,800 24.3		18,660 22.9		17,600 21.6			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						13,200 16.2		13,530 16.6		17,440 21.4		16,710 20.5		13,370 16.4	16.3*		16.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						32 15.6		31 16.9		37 20.5		35 20.4		29 16.2	28* 16.5		31* 16.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,450 16.5				15,570 19.1							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						9,540 11.7	10.4*		13.1*		8,310 10.2	10.1*	9.6*		10.7*		10.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 10.0	21* 10.8		24* 12.6		18 10.8	18* 9.5	16* 9.5		19* 10.7		19* 10.4
TV HOUSEHOLDS USING TV WK. 1		48.3	49.3	48.5	48.5	47.8	49.2	51.0	53.5	54.9	56.4	55.6	55.8	55.3	55.1	54.6	54.5	
(See Def. 1) WK. 2		47.1	49.3	50.0	50.2	49.7	51.0	53.0	55.6	56.5	57.7	58.3	58.9	57.9	57.1	54.7	53.2	

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

EVE. MON. JULY 19, 1982

EVE. TUE. JULY 13, 1982

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE holds (000) & %						34,310 42.1											
ABC TV																	
RAGE AUDIENCE holds (000) & %						20,380 25.0											
ARE OF AUDIENCE %						44			21.6*			25.4*		27.3*			27.0*
AUD. BY 1/4 HR.						17.3	18.1	20.4	22.8	25.0	25.8	27.0	27.6	28.2	27.2	27.0	26.0
TOTAL AUDIENCE holds (000) & %						8,560 10.5		20,130 24.7									
CBS TV																	
RAGE AUDIENCE holds (000) & %						6,930 8.5		9,540 11.7									
ARE OF AUDIENCE %						17		20	8.2*		11.0*		12.5*		13.5*		13.5*
AUD. BY 1/4 HR.						8.8	8.1	7.7	8.7	10.3	11.7	12.6	12.4	13.1	13.8	13.7	13.3
TOTAL AUDIENCE holds (000) & %						12,470 15.3				13,610 16.7							
ABC TV																	
RAGE AUDIENCE holds (000) & %						8,310 10.2				6,760 8.3							
ARE OF AUDIENCE %						19	9.6*		10.8*	8.2*		8.0*		8.2*			8.6*
AUD. BY 1/4 HR.						8.9	10.2	10.7	10.9	8.4	8.0	8.0	8.2	8.2	8.2	8.2	9.0
TOTAL AUDIENCE holds (000) & %						12,230 15.0		12,710 15.6		15,570 19.1		15,160 18.6		15,890 19.5			
ABC TV																	
RAGE AUDIENCE holds (000) & %						10,350 12.7		11,410 14.0		13,450 16.5		13,370 16.4		11,820 14.5			
ARE OF AUDIENCE %						27		28		31		30		27	14.8*		14.3*
AUD. BY 1/4 HR.						12.0	13.5	13.3	14.6	16.0	17.0	16.4	16.5	14.9	14.7	14.4	14.1
TOTAL AUDIENCE holds (000) & %						10,270 12.6		8,800 10.8		16,870 20.7							
CBS TV																	
RAGE AUDIENCE holds (000) & %						8,560 10.5		7,740 9.5		10,680 13.1							
ARE OF AUDIENCE %						23		19		24	10.8*		12.4*		14.3*		14.8*
AUD. BY 1/4 HR.						10.5	10.5	9.3	9.8	10.3	11.3	12.1	12.8	14.1	14.4	14.6	15.1
TOTAL AUDIENCE holds (000) & %						9,700 11.9				10,020 12.3				11,650 14.3			
ABC TV																	
RAGE AUDIENCE holds (000) & %						6,760 8.3				7,910 9.7				9,050 11.1			
ARE OF AUDIENCE %						17	7.6*		8.9*	9.1*		10.3*		11.1	10.7*		1



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JULY 14, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		12,630 15.5		14,180 17.4		12,550 15.4									
	ABC TV				GREATEST AMERICAN HERO (R)		FALL GUY (R)(OP)		DYNASTY (R)									
	AVERAGE AUDIENCE (Households (000) & %)		{		8,480 10.4		10,270 12.6		9,370 11.5									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		22 9.7		23 11.7		24 13.6		21 10.7		20 11.3		22 11.8			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		10,190 12.5		9,290 11.4		15,890 19.5									
	CBS TV				MR. MERLIN (R)		ADAMS HOUSE (OP)		CBS WEDNESDAY NIGHT MOVIE THE KILLING OF RANDY WEBSTER(R)									
	AVERAGE AUDIENCE (Households (000) & %)		{		8,880 10.9		7,910 9.7		10,430 12.8									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		24 10.4		20 9.8		24 10.8		22 11.3		25 12.5		26 13.9			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		13,940 17.1		12,390 15.2		11,740 14.4		16,460 20.2							
	NBC TV				REAL PEOPLE (R)(OP)		FACTS OF LIFE (R)		LOVE, SIDNEY (R)(OP)		QUINCY, M.E. (R)							
	AVERAGE AUDIENCE (Households (000) & %)		{		10,020 12.3		10,510 12.9		10,430 12.8		12,550 15.4		14.7*		16.2*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		26 12.3		25 12.2		23 13.7		28 14.3		27 *		30 *			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		13,610 16.7		13,200 16.2		12,390 15.2									
	ABC TV				GREATEST AMERICAN HERO (R)		FALL GUY (R)(OP)		DYNASTY (R)									
	AVERAGE AUDIENCE (Households (000) & %)		{		9,050 11.1		10,110 12.4		8,720 10.7									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		24 10.2		23 11.6		22 12.0		23 *		20 *		21 *			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		8,070 9.9		7,500 9.2		17,030 20.9									
	CBS TV				MR. MERLIN (R)		CASS MALLOY (OP)		CBS WEDNESDAY NIGHT MOVIE RAPE AND MARRIAGE: THE RIDEOUT CASE(R)									
	AVERAGE AUDIENCE (Households (000) & %)		{		6,850 8.4		6,520 8.0		10,430 12.8									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		19 8.3		17 8.6		24 9.4		10.0* 19 *		12.4* 22 *		14.4* 26 *			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		12,140 14.9		11,330 13.9		10,680 13.1		15,490 19.0							
	NBC TV				REAL PEOPLE (R)(OP)		FACTS OF LIFE (R)		LOVE, SIDNEY (R)(SUS-OP)		QUINCY, M.E. (R)							
	AVERAGE AUDIENCE (Households (000) & %)		{		8,310 10.2		9,540 11.7		9,290 11.4		11,900 14.6		14.1*		15.2*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		22 9.9		22 10.5		21 11.2		27 12.2		26 *		29 *			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	45.9	46.5	45.6	45.5	45.7	46.3	46.7	49.0	51.0	53.1	55.3	56.6	55.2	54.9	54.3	53.5
U.S. TV Households: 81,500,000		WK. 2	44.6	45.4	46.2	46.2	44.4	44.9	47.0	49.1	51.8	53.6	54.8	56.3	55.4	54.3	53.2	52.0

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

EVE.WED. JULY 21, 1982



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. JULY 15, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE  
(Households (000) & %)

E

E

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE  
(Households (000) & %)

E

E

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV  
(See Def. 1)

WK. 1	43.9	44.8	44.3	45.1	46.4	48.2	50.4	52.8	54.7	55.4	56.6	56.9	54.3	54.9	53.4	52.7
WK. 2	43.6	44.4	44.2	45.1	45.7	47.5	48.7	50.3	52.0	53.6	53.4	54.1	53.3	53.5	53.0	51.0

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE. THU. JULY 22, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. JULY 16, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %)		{															
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR.																	
TOTAL AUDIENCE (Households (000) & %)		{															
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR.																	
TOTAL AUDIENCE (Households (000) & %)		{															
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR.																	
TOTAL AUDIENCE (Households (000) & %)		{															
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR.																	
TOTAL AUDIENCE (Households (000) & %)		{															
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR.																	
TOTAL AUDIENCE (Households (000) & %)		{															
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR.																	
TOTAL AUDIENCE (Households (000) & %)		{															
TV HOUSEHOLDS USING TV (See Def. 1)																	

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.FRI. JULY 23, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE  
(Households (000) & %)

E

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE  
(Households (000) & %)

E

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

U.S. TV Households: 81,500,000

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JULY 17, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 4,080  
(Households (000) & %) { 5.0

## ABC TV

ABC  
WEEKEND  
REPORT-  
SAT.

AVERAGE AUDIENCE { 3,990  
(Households (000) & %) { 4.9  
SHARE OF AUDIENCE % 11  
AVG. AUD. BY ¼ HR. % 4.9

W

TOTAL AUDIENCE {  
(Households (000) & %) {

E

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE {  
(Households (000) & %) {

## NBC TV

9,540  
11.7

SATURDAY NIGHT  
(11:30-12:51AM)  
(SUSTAINING 12:51-1:00AM)

AVERAGE AUDIENCE { 4,890  
(Households (000) & %) { 6.0 7.1\* 6.0\* 4.3\*  
SHARE OF AUDIENCE % 20 20\* 20\* 17\*  
AVG. AUD. BY ¼ HR. % 7.8 6.4 6.2 5.8 4.4 3.9

TOTAL AUDIENCE { 5,540  
(Households (000) & %) { 6.8

## ABC TV

ABC  
WEEKEND  
REPORT-  
SAT.

AVERAGE AUDIENCE { 5,220  
(Households (000) & %) { 6.4  
SHARE OF AUDIENCE % 15  
AVG. AUD. BY ¼ HR. % 6.4

W

TOTAL AUDIENCE {  
(Households (000) & %) {

E

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE {  
(Households (000) & %) {

## NBC TV

8,230  
10.1

SATURDAY NIGHT  
(11:30-12:48AM)  
(SUSTAINING 12:48-1:00AM)

AVERAGE AUDIENCE { 5,130  
(Households (000) & %) { 6.3 6.1\* 6.6\*  
SHARE OF AUDIENCE % 20 18\* 22\*  
AVG. AUD. BY ¼ HR. % 5.9 6.3 6.7 6.5 6.0 5.6

TV HOUSEHOLDS USING TV	WK. 1	43.9	41.4	36.3	33.4	30.9	28.0	25.2	23.6	21.0	19.1	18.1	16.3	14.7	12.9	11.6	10.2
(See Def. 1)	WK. 2	44.3	40.6	35.3	33.5	31.4	29.0	25.9	23.6	21.1	18.9	17.2	15.9	14.6	12.9	11.5	10.8

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.SAT. JULY 24, 1982



## NIELSEN NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. JULY 18, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	9,700 11.9				22,170 27.2											
	ABC TV		CODE RED (R)(OP)				ABC SUNDAY NIGHT MOVIE MARILYN:THE UNTOLD STORY(R) (OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{	6,110 7.5				11,170 13.7											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	17 6.2	6.5* 6.7		8.5* 7.9	10.7* 9.2	10.7* 10.7	12.1* 11.7	12.1* 12.4	14.8* 14.6	15.1* 15.0	15.1* 14.9	14.8* 15.2	14.8* 14.7	14.9* 14.9	15.0* 15.0	14.7* 14.4
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	19,640 24.1				12,960 15.9		14,340 17.6		15,730 19.3		17,360 21.3		18,420 22.6			
	CBS TV		60 MINUTES				ARCHIE BUNKER'S PLACE (R)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		JEFFERSONS (R)		TRAPPER JOHN, M.D. (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{	15,000 18.4	17.9* 17.9		18.9* 18.6	11,330 13.9		12,470 15.3		14,020 17.2		15,320 18.8		14,590 17.9	17.3* 17.3	18.6* 18.6	18.6* 18.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	41 17.0	41* 18.8		41* 18.6	29 13.5	30 14.3	30 14.7	33 16.0	33 16.5	34 17.8	34 17.9	33 19.7	33 17.3	32* 17.3	35* 18.6	35* 18.5
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	8,070 9.9				13,530 16.6				15,970 19.6							
	NBC TV		WILLARD SCOTT'S-CIRCUS (R)				CHIPS (R)(OP)				NBC SUNDAY NIGHT MOVIE THE LEGACY(R) (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	5,300 6.5	6.3* 6.3		6.6* 6.7	10,510 12.9		12.1* 12.9		13.7* 13.8		9,700 11.9	10.9* 10.9	11.4* 11.2	12.8* 12.5	12.7* 12.5	12.7* 12.9
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	15 6.1	15* 6.4		14* 6.6	26 11.3	25* 12.9	27* 13.6	22* 13.6	22* 10.8	21* 10.9	21* 11.6	21* 11.2	24* 12.5	24* 13.0	24* 12.5	24* 12.9
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	8,150 10.0				7,500 9.2				18,090 22.2							
	ABC TV		CODE RED (R)				ABC NEWS CLOSEUP MEXICO-TIMES OF CRISIS (OP)				ABC SUNDAY NIGHT MOVIE THREE DAYS OF THE CONDOR(R) (9:00-11:20PM) (OP)(-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	5,540 6.8	6.4* 6.8		7.3* 7.3	5,220 6.4		6.1* 6.4		6.6* 6.8		11,000 13.5	10.8* 11.4	13.0* 13.2	14.2* 14.0	14.6* 14.3	14.6* 14.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	16 5.9	15* 6.8		17* 7.3	14 5.9	13* 6.4	14* 6.3	14* 6.8	25 10.3	20* 11.4	23* 12.7	23* 13.2	25* 14.0	25* 14.3	27* 14.4	27* 14.8
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	17,850 21.9				12,230 15.0		12,960 15.9		16,380 20.1		16,380 20.1		17,690 21.7			
	CBS TV		60 MINUTES				ARCHIE BUNKER'S PLACE (R)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		JEFFERSONS (R)		TRAPPER JOHN, M.D. (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{	13,610 16.7	15.9* 15.9		17.5* 17.3	10,920 13.4		11,080 13.6		13,940 17.1		14,910 18.3		13,770 16.9	16.6* 16.6	17.3* 17.3	17.3* 17.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	39 15.2	38* 16.5		40* 17.3	29 13.4	28 13.4	28 13.1	32 14.1	32 15.7	33 18.5	33 17.9	33 18.7	31 16.4	30* 16.8	32* 17.5	32* 17.1
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	7,090 8.7		5,790 7.1		15,810 19.4				17,200 21.1							
	NBC TV		FLINTSTONES (R)		KANGAROOS IN THE KITCHEN		CHIPS (R)(OP)				NBC SUNDAY NIGHT MOVIE THE FALL OF THE HOUSE OF USHER (SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	5,300 6.5		4,810 5.9		11,820 14.5		13.1* 13		16.0* 16.0		11,330 13.9	13.7* 13.7	13.4* 13.4	14.5* 14.5	14.0* 14.0	14.0* 14.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	15 6.6		13 6.4		31 12.1		29* 14.0		33* 15.7		25 13.7	26* 13.8	24* 13.3	26* 13.6	26* 14.7	26* 14.3
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	42.4	44.2	45.3	46.1	47.1	49.1	50.6	52.1	52.0	53.4	54.1	55.5	54.3	54.6	53.8
			WK. 2	41.4	42.6	43.9	44.3	45.2	46.7	47.6	49.1	51.5	54.6	55.4	56.8	56.2	55.7	54.5

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE. SUN. JULY 25, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JULY 18, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE { 4,080  
(Households (000) & %) { 5.0

## ABC TV

ABC  
WEEKEND  
REPORT-SUN.

AVERAGE AUDIENCE { 4,080  
(Households (000) & %) { 5.0  
SHARE OF AUDIENCE % 11  
AVG. AUD. BY ¼ HR. % 5.0

W

TOTAL AUDIENCE { 4,730  
(Households (000) & %) { 5.8

## CBS TV

CBS  
SUNDAY  
NEWS-  
OSGOOD

AVERAGE AUDIENCE { 4,650  
(Households (000) & %) { 5.7  
SHARE OF AUDIENCE % 13  
AVG. AUD. BY ¼ HR. % 5.7

E

K

1

TOTAL AUDIENCE { 2,200  
(Households (000) & %) { 2.7

## NBC TV

NBC LATE NIGHT MOVIE  
FIVE DAYS FROM HOME(R)  
(11:30-12:12AM)  
(SUSTAINING 12:12-1:30AM)

AVERAGE AUDIENCE { 1,390  
(Households (000) & %) { 1.7 1.7\*  
SHARE OF AUDIENCE % 6 5\*  
AVG. AUD. BY ¼ HR. % 1.8 1.5 1.6

TOTAL AUDIENCE { 3,670  
(Households (000) & %) { 4.5

## ABC TV

(1)  
(-OP)

AVERAGE AUDIENCE { 3,420  
(Households (000) & %) { 4.2  
SHARE OF AUDIENCE % 12  
AVG. AUD. BY ¼ HR. % 16.0 4.8 4.1

W

TOTAL AUDIENCE { 5,460  
(Households (000) & %) { 6.7

## CBS TV

CBS  
SUNDAY  
NEWS-  
OSGOOD

AVERAGE AUDIENCE { 5,380  
(Households (000) & %) { 6.6  
SHARE OF AUDIENCE % 14  
AVG. AUD. BY ¼ HR. % 6.6

E

K

2

TOTAL AUDIENCE { 1,870  
(Households (000) & %) { 2.3

## NBC TV

NBC LATE NIGHT MOVIE  
NEW YORK, NEW YORK(R)  
(11:30-12:45AM)  
(SUSTAINING 12:45-1:30AM)

AVERAGE AUDIENCE { 980  
(Households (000) & %) { 1.2 1.3\* 1.2\*  
SHARE OF AUDIENCE % 4 4\* 5\*  
AVG. AUD. BY ¼ HR. % 1.3 1.3 1.2 1.2

TV HOUSEHOLDS USING TV	WK 1	WK 2	46.1	41.7	34.6	30.7	26.5	24.1	20.6	18.6	17.0	15.9	13.8	11.9	10.5	8.6	7.5	6.6
(See Def. 1)	WK 2	48.4	43.8	35.3	31.5	27.0	23.6	20.9	18.3	16.8	15.0	12.7	11.0	9.8	8.5	7.6	6.4	6.4

U.S. TV Households: 81,500,000

(1) ABC SUNDAY NIGHT MOVIE, THREE DAYS OF THE CONDOR, ABC, (9:00-11:20PM) (SUSTAINING 11:20--11:28PM)  
A-19 (2) ABC WEEKEND REPORT-SUN., ABC, (11:28-11:43PM)

For explanation of symbols, See page A.

EVE.SUN. JULY 25, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 12-16, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

			4,320				4,730									
			5.3				5.8									
			GOOD MORNING, AMERICA-730				GOOD MORNING, AMERICA-830									
			(CO-OP)				(PARTICIPATING)									
			3,420				3,830									
			4.2				4.7									
			28				25									
			4.2	4.1			4.7	4.8								

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

			2,610				2,850						4,320		6,600	
			3.2				3.5						5.3		8.1	
			MORNING-KURTIS & SAWYER 1				MORNING-KURTIS & SAWYER 2						ONE DAY AT A TIME-M-F		ALICE-M-F	
			(CO-OP)				(PARTICIPATING)						(CO-OP)		(PARTICIPATING)	
			2,200				2,280						3,750		5,710	
			2.7				2.8						4.6		7.0	
			18				15						21		30	
			2.5	2.8			2.8	2.8					4.3	5.0	6.8	7.1

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

			3,910				3,990						4,560		4,320	
			4.8				4.9						5.6		5.3	
			TODAY SHOW-7.30AM				TODAY SHOW-8.30AM						DIFF'RENT STROKES M-F		WHEEL OF FORTUNE	
			(CO-OP)				(PARTICIPATING)						(CO-OP)		(PARTICIPATING)	
			3,180				3,180						3,910		3,590	
			3.9				3.9						4.8		4.4	
			26				21						22		19	
			3.8	3.9			3.8	4.0					4.5	5.1	4.4	4.4

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

			4,480				4,320									
			5.5				5.3									
			GOOD MORNING, AMERICA-730				GOOD MORNING, AMERICA-830						(SUS-OP)			
			(CO-OP)				(PARTICIPATING)						(CO-OP)		(PARTICIPATING)	
			3,420				3,590									
			4.2				4.4									
			29				24									
			4.3	4.2			4.4	4.5								

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

			2,450				3,020						4,560		6,600	
			3.0				3.7						5.6		8.1	
			MORNING-KURTIS & SAWYER 1				MORNING-KURTIS & SAWYER 2						ONE DAY AT A TIME-M-F		ALICE-M-F	
			(CO-OP)				(PARTICIPATING)						(CO-OP)		(PARTICIPATING)	
			1,960				2,530						3,910		5,620	
			2.4				3.1						4.8		6.9	
			17				17						23		30	
			2.3	2.6			3.1	3.1					4.4	5.1	6.6	7.1

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

			3,750				3,260						4,480		4,970	
			4.6				4.0						5.5		6.1	
			TODAY SHOW-7.30AM				TODAY SHOW-8.30AM						DIFF'RENT STROKES M-F		WHEEL OF FORTUNE	
			(CO-OP)				(PARTICIPATING)						(CO-OP)		(PARTICIPATING)	
			2,930				2,850						3,750		4,160	
			3.6				3.5						4.6		5.1	
			25				19						22		22	
			3.6	3.6			3.4	3.5					4.2	4.9	5.2	5.1

TV HOUSEHOLDS USING TV  
(See Def. 1)

WK. 1	9.0	10.4	12.2	13.4	14.8	16.5	17.6	18.0	19.2	20.1	20.3	21.0	21.4	23.0	23.4	23.8
WK. 2	8.8	10.2	11.9	13.0	14.3	15.7	16.6	17.5	18.5	19.8	20.4	20.8	20.8	21.8	22.5	23.1

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 19-23, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 12-16, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	9,450 11.6				7,010 8.6		6,930 8.5		10,190 12.5				9,050 11.1	
	ABC TV		LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,850 8.4	7.7*			6,030 7.4		5,790 7.1		7,820 9.6	9.2*		10.0*	6,850 8.4	8.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	33 7.2	32 *			27 7.2		26 7.1		31 8.9	30 *		32 *	30 8.5	31 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,340 9.0		8,390 10.3				9,370 11.5				7,580 9.3			4,970 6.1
	CBS TV		PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS				AS THE WORLD TURNS			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,190 7.6		7,090 8.7				6,760 8.3	8.2*			5,790 7.1	7.0*		4,320 5.3
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	31 7.3		33 7.9				30 8.2	30 *			24 7.0	23 *		20 5.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,020 3.7				2,120 2.6		2,930 3.6		6,600 8.1				5,050 6.2	
	NBC TV		TEXAS				DOCTORS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD	
	AVERAGE AUDIENCE (Households (000) & %)	{	2,280 2.8	2.7*			1,790 2.2		2,450 3.0		4,970 6.1	5.7*			3,670 4.5	4.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	11 2.7	11 *			8 2.2		11 2.9		20 5.5	19 *			16 4.5	17 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	8,800 10.8				6,850 8.4		6,600 8.1		10,510 12.9				9,450 11.6	
	ABC TV		LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,440 7.9	7.1*			5,790 7.1		5,460 6.7		8,070 9.9	9.2*		10.5*	7,010 8.6	8.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	32 6.7	30 *			26 7.0		24 6.7		32 8.8	30 *		34 *	30 8.6	32 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,930 8.5		8,070 9.9				8,640 10.6				7,340 9.0			5,130 6.3
	CBS TV		PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS				AS THE WORLD TURNS			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,950 7.3		6,930 8.5				6,440 7.9	7.8*			5,540 6.8	6.6*		4,560 5.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	31 6.9		34 7.6				29 7.9	29 *			23 6.6	22 *		20 5.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,420 4.2				2,040 2.5		3,100 3.8		6,520 8.0				5,300 6.5	
	NBC TV		TEXAS				DOCTORS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD	
	AVERAGE AUDIENCE (Households (000) & %)	{	2,450 3.0	3.1*			1,790 2.2		2,450 3.0		5,050 6.2	6.0*			3,910 4.8	4.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 3.2	13 *			8 2.2		11 2.9		20 5.9	20 *			17 4.8	18 *
TV HOUSEHOLDS USING TV		WK. 1	24.3	25.4	26.1	27.1	27.4	28.2	27.6	28.3	29.4	30.5	30.6	30.6	28.8	28.3
(See Def. 1)		WK. 2	23.5	24.7	25.2	26.2	27.2	28.4	27.7	28.2	29.5	30.7	30.1	30.0	28.5	28.2

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 19-23, 1982



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 12-16, 1982

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE  
(Households (000) & %)

{ 10,350  
12.7

GENERAL HOSPITAL  
(SUS-OP)

{ 4,400  
5.4

EDGE OF NIGHT

{ 9,540  
11.7

ABC WORLD NEWS  
TONIGHT

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

{ 8,230  
10.1

10.0\*

10.1\*

{ 3,830  
4.7

{ 8,150  
10.0

SHARE OF AUDIENCE  
%

{ 36  
9.8

36 \*

35 \*

{ 17  
4.9

{ 23  
9.8

AVG. AUD. BY ¼ HR.  
%

{ 10.1

10.3

10.1

{ 4.5

{ 10.1

TOTAL AUDIENCE  
(Households (000) & %)

{ 7,170  
8.8

8.8

{ 3,260  
4.0

{ 10,600  
13.0

GUIDING LIGHT  
(OP)

TATTLTALES

CBS EVENING NEWS-  
RATHER

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

{ 5,790  
7.1

6.9\*

7.2\*

{ 2,770  
3.4

{ 9,050  
11.1

SHARE OF AUDIENCE  
%

{ 25  
6.7

25 \*

25 \*

{ 13  
3.3

{ 25  
11.0

AVG. AUD. BY ¼ HR.  
%

{ 7.2

7.4

7.1

{ 3.4

{ 11.1

TOTAL AUDIENCE  
(Households (000) & %)

{ 4,650  
5.7

5.7

{ 8,720  
10.7

CHIPS M-F

NBC NIGHTLY NEWS

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

{ 3,260  
4.0

3.7\*

4.2\*

{ 7,500  
9.2

SHARE OF AUDIENCE  
%

{ 14  
3.5

13 \*

15 \*

{ 20  
9.1

AVG. AUD. BY ¼ HR.  
%

{ 3.9

4.2

4.3

{ 9.3

TOTAL AUDIENCE  
(Households (000) & %)

{ 10,510  
12.9

12.9

{ 4,810  
5.9

GENERAL HOSPITAL  
(SUS-OP)

EDGE OF NIGHT

{ 8,880  
10.9

ABC WORLD NEWS  
TONIGHT

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

{ 8,390  
10.3

10.1\*

10.5\*

{ 3,990  
4.9

{ 7,580  
9.3

SHARE OF AUDIENCE  
%

{ 35  
9.9

35 \*

35 \*

{ 17  
5.1

{ 21  
9.4

AVG. AUD. BY ¼ HR.  
%

{ 10.2

10.5

10.5

{ 4.8

{ 9.3

TOTAL AUDIENCE  
(Households (000) & %)

{ 6,930  
8.5

8.5

{ 3,500  
4.3

GUIDING LIGHT  
(OP)

TATTLTALES

CBS EVENING NEWS-  
RATHER

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

{ 5,710  
7.0

6.9\*

7.0\*

{ 2,770  
3.4

{ 9,450  
11.6

SHARE OF AUDIENCE  
%

{ 24  
6.9

24 \*

23 \*

{ 12  
3.4

{ 26  
11.5

AVG. AUD. BY ¼ HR.  
%

{ 7.0

7.0

6.9

{ 3.4

{ 11.7

TOTAL AUDIENCE  
(Households (000) & %)

{ 5,380  
6.6

6.6

{ 8,390  
10.3

CHIPS M-F

NBC NIGHTLY NEWS

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

{ 3,830  
4.7

4.3\*

5.0\*

{ 7,340  
9.0

SHARE OF AUDIENCE  
%

{ 16  
4.1

15 \*

17 \*

{ 20  
8.8

AVG. AUD. BY ¼ HR.  
%

{ 4.1

4.5

4.8

{ 5.2

{ 9.1

TV HOUSEHOLDS USING TV  
(See Def. 1)

WK. 1	27.2	28.3	28.6	29.0	27.9	28.8	29.1	30.9	32.6	34.4	35.6	37.7	40.8	43.0	44.6	45.5
WK. 2	28.1	28.6	29.4	30.0	28.4	29.8	30.9	32.1	33.6	35.5	36.9	39.1	41.1	43.0	43.7	44.5

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 19-23, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JULY 17, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		2,120 2.6		3,340 4.1		3,180 3.9		3,750 4.6		4,400 5.4		4,650 5.7			
	ABC TV		{		SUPERFRIENDS (OP)		THUNDARR THE BARBARIAN (OP)		GOLDIE GOLD/ ACTION JACK (OP)		LAVERNE AND SHIRLEY		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)			
	AVERAGE AUDIENCE (Households (000) & %)		{		1,790 2.2		2,690 3.3		2,690 3.3		2,850 3.5		3,500 4.3		3,910 4.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		21 1.9		20 2.5		17 3.3		17 3.3		22 4.0		22 4.6			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		2,200 2.7		2,770 3.4		3,260 4.0		5,790 7.1		6,850 8.4		6,520 8.0			
	CBS TV		{		POPEYE/OLIVE COMEDY SHOW (OP)		TARZAN/L. RANGER/ ZORRO HR1 (OP)		TARZAN/L. RANGER/ ZORRO HR2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)			
	AVERAGE AUDIENCE (Households (000) & %)		{		1,710 2.1		2,360 2.9		2,610 3.2		4,650 5.7		5,460 6.7		5,870 7.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		17 2.2		19 2.0		18 2.7		28 3.2		30 5.5		30 6.7			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{		3,260 4.0		5,790 7.1		7,660 9.4		4,650 5.7		4,730 5.8		4,650 5.7			
	NBC TV		{		FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS I		SMURFS II (OP)		KID SUPER POWER I		KID SUPER POWER II (OP)		SPIDER-MAN & FRIENDS			
	AVERAGE AUDIENCE (Households (000) & %)		{		2,360 2.9		4,650 5.7		6,280 7.7		3,910 4.8		3,830 4.7		4,080 5.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		27 2.5		40 3.2		45 5.2		25 7.9		22 4.5		22 4.7			
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{		2,610 3.2		3,910 4.8		3,420 4.2		4,730 5.8		4,320 5.3		5,130 6.3			
	ABC TV		{		SUPERFRIENDS (OP)		THUNDARR THE BARBARIAN (OP)		GOLDIE GOLD/ ACTION JACK (OP)		LAVERNE AND SHIRLEY		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)			
	AVERAGE AUDIENCE (Households (000) & %)		{		2,120 2.6		3,340 4.1		2,690 3.3		3,830 4.7		3,910 4.8		4,160 5.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		31 2.4		28 2.9		18 3.2		24 4.4		25 5.1		25 4.8			
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{		1,220 1.5		1,630 2.0		3,100 3.8		4,970 6.1		5,220 6.4		6,600 8.1			
	CBS TV		{		POPEYE/OLIVE COMEDY SHOW (OP)		TARZAN/L. RANGER/ ZORRO HR1 (OP)		TARZAN/L. RANGER/ ZORRO HR2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)			
	AVERAGE AUDIENCE (Households (000) & %)		{		980 1.2		1,220 1.5		2,200 2.7		3,910 4.8		4,810 5.9		5,380 6.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		13 1.0		11 1.4		15 1.3		24 2.9		27 4.2		30 5.3			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{		1,630 2.0		4,320 5.3		6,680 8.2		5,710 7.0		4,810 5.9		4,320 5.3			
	NBC TV		{		FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS I		SMURFS II (OP)		KID SUPER POWER I		KID SUPER POWER II (OP)		SPIDER-MAN & FRIENDS			
	AVERAGE AUDIENCE (Households (000) & %)		{		1,300 1.6		3,670 4.5		5,620 6.9		4,810 5.9		4,240 5.2		3,910 4.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		19 1.3		37 1.9		42 3.8		31 7.0		24 5.8		22 4.8			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	6.0	7.6	8.3	10.2	11.2	13.0	14.9	16.1	17.1	19.3	19.8	21.0	21.8	22.6	23.6	24.2
		WK. 2	5.2	6.1	6.4	7.2	8.8	10.2	12.1	14.8	17.1	18.4	19.9	21.0	21.5	21.9	22.1	22.1

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SAT. JULY 24, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,300 6.5		5,460 6.7		9,450 11.6									
	ABC TV		FONZ AND HAPPY DAYS GANG		HEATHCLIFF & MARMADUKE		BRITISH OPEN-SAT.									
	AVERAGE AUDIENCE (Households (000) & %)	{	4,160 5.1		4,240 5.2		4,400 5.4	4.4*		4.9*		5.8*		6.0*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	22 4.9	5.2	22 5.1	5.2	20 4.5	18 *	4.9	18 *	4.9	21 *	5.9	22 *	6.1	6.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,820 9.6		6,440 7.9		4,730 5.8		4,970 6.1		3,910 4.8		3,340 4.1			
	CBS TV		BUGS BUNNY/ROAD RUNNER 4 (OP)		BLACKSTAR (OP)		TROLLKINS (OP)		TOM AND JERRY COMEDY SHOW (OP)		KWICKY KOALA SHOW (OP)		30 MINUTES			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,030 7.4		5,460 6.7		3,590 4.4		4,080 5.0		3,260 4.0		2,690 3.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	31 7.6	7.3	28 6.7	6.7	17 4.7	4.1	18- 5.0	5.0	15 4.1	3.9	12 3.1	3.5		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,590 4.4		4,080 5.0		4,810 5.9		3,260 4.0				3,500 4.3	12,230 15.0		
	NBC TV		SPACE STARS I		SPACE STARS II (OP)		DAFFY/SPEEDY SHOW (OP)		BULLWINKLE				NBC MAJOR LEAGUE PRE GAME (1)			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,100 3.8		3,340 4.1		3,910 4.8		2,690 3.3				3,260 4.0	5,300 6.5		5.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	16 3.7	3.8	17 4.2	3.9	19 4.5	5.1	12 3.6	3.1			14 4.0	21 5.0	5.5	20 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,650 5.7		4,650 5.7		4,320 5.3		5,710 7.0							
	ABC TV		FONZ AND HAPPY DAYS GANG		HEATHCLIFF & MARMADUKE		ABC WEEKEND SPECIALS IF I'M LOST, HOW COME I FOUND YOU?		AMERICAN BANDSTAND '82							
	AVERAGE AUDIENCE (Households (000) & %)	{	3,750 4.6		3,750 4.6		3,590 4.4		3,180 3.9							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	22 4.3	4.8	21 4.6	4.5	19 4.1	4.7	17 3.8	3.7*		4.1*		17 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,680 8.2		5,870 7.2		3,260 4.0		4,560 5.6		4,480 5.5		3,590 4.4			
	CBS TV		BUGS BUNNY/ROAD RUNNER 4 (OP)		BLACKSTAR (OP)		TROLLKINS (OP)		TOM AND JERRY COMEDY SHOW (OP)		KWICKY KOALA SHOW (OP)		30 MINUTES			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,790 7.1		4,480 5.5		2,690 3.3		3,750 4.6		3,590 4.4		2,610 3.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	32 7.4	6.8	25 5.9	5.1	14 3.3	3.3	20 4.7	4.5	18 4.5	4.3	13 3.2	3.1		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,020 3.7		3,500 4.3		3,180 3.9		2,280 2.8				5,050 6.2	13,770 16.9		
	NBC TV		SPACE STARS I		SPACE STARS II (OP)		DAFFY/SPEEDY SHOW (OP)		BULLWINKLE				NBC MAJOR LEAGUE PRE GAME (2:00-2:17PM)(-OP) (2)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,610 3.2		2,690 3.3		2,770 3.4		1,960 2.4				4,480 5.5	6,190 7.6		7.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	14 3.2	3.2	15 3.3	3.3	15 3.5	3.4	10 2.4	2.4			22 5.4	26 5.8	7.0	26 *
TV HOUSEHOLDS USING TV			WK. 1	24.2	24.2	23.9	24.4	24.8	25.7	27.2	27.4	27.0	26.7	26.7	28.2	29.0
(See Def. 1)			WK. 2	22.1	22.3	22.4	22.5	23.0	23.9	22.9	23.2	23.1	24.7	25.1	25.6	25.4

U.S. TV Households: 81,500,000

(1) NBC MAJOR LEAGUE BASEBALL, KANSAS CITY VS BOSTON &amp; CINCINNATI VS ST. LOUIS, NBC, (2:15-5:16PM)

A-29 (2) NBC MAJOR LEAGUE BASEBALL, HOUSTON VS ST. LOUIS &amp; OAKLAND VS BALTIMORE, NBC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SAT. JULY 24, 1982

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE {  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

11,820  
14.5

ABC WIDE WORLD-SPORTS SAT

6,360  
7.8  
23  
6.5

7.1\*  
22\*  
7.8

8.6\*  
25\*  
8.8

7.5\*  
21\*  
7.1

TOTAL AUDIENCE {  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

8,480  
10.4

CBS SPORTS SATURDAY

3,500  
4.3  
13  
4.5

4.5\*  
14\*  
4.4

4.2\*  
13\*  
4.3

4.2\*  
13\*  
4.2

8,230  
10.1

CBS SAT. NEWS-SCHIEFFER

7,170  
8.8  
23  
8.7

8.9

TOTAL AUDIENCE {  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

NBC MAJOR LEAGUE BASEBALL  
KANSAS CITY VS BOSTON  
CINCINNATI VS ST. LOUIS  
(2:15-5:16PM)

6,440  
7.9  
NBC NIGHTLY NEWS-SAT.

6.3  
6.4  
6.9

6.3\*  
21\*  
7.0

6.9\*  
22\*  
6.7

6.7\*  
22\*  
6.8

7.1\*  
22\*  
7.3

6.9  
7.0  
6.5

5,300  
6.5  
17  
6.2

6.7

TOTAL AUDIENCE {  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

8,480  
10.4

ABC WIDE WORLD-SPORTS SAT

5,050  
6.2

U.S. WOMENS OPEN GOLF-SAT

3,910  
4.8  
14  
3.9

3.9\*  
12\*  
3.9

4.5\*  
13\*  
4.9

6.1\*  
18\*  
6.1

2,930  
3.6  
10  
4.3

3.9\*  
11\*  
3.6

3.4  
10\*  
3.4

3.4

TOTAL AUDIENCE {  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

11,650  
14.3

CBS SPORTS SATURDAY

5,950  
7.3  
23  
5.6

6.5\*  
21\*  
7.5

9.3\*  
29\*  
9.1

6.0\*  
18\*  
5.9

7,420  
9.1

CBS SAT. NEWS-SCHIEFFER

6,440  
7.9  
21  
7.8

8.0

TOTAL AUDIENCE {  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

NBC MAJOR LEAGUE BASEBALL  
HOUSTON VS ST. LOUIS  
OAKLAND VS BALTIMORE  
MULTI-SEGMENT TELECAST (7P)

4,560  
5.6

ANHEUSER-BUSCH GOLF-SAT.  
(5:05-6:00PM)  
(OP)

5,710  
7.0  
NBC NIGHTLY NEWS-SAT.

7.6  
7.9  
8.0

7.8\*  
27\*  
7.8

7.9\*  
27\*  
7.8

8.0\*  
27\*  
8.2

7.5\*  
24\*  
7.6

7.3  
7.3  
3.7

3.8  
12  
3.8

3.7\*  
11\*  
4.0

3.9\*  
12\*  
3.9

4,650  
5.7  
15  
5.9

5.7  
15  
5.9

5.6

5.6

TV HOUSEHOLDS USING TV	WK. 1	30.8	31.0	31.9	32.1	31.5	31.1	31.9	32.1	32.3	31.9	32.6	35.0	36.0	36.8	38.0	38.0
(See Def. 1)	WK. 2	28.4	28.8	28.8	29.5	29.5	30.4	31.1	32.6	33.4	34.0	34.2	34.8	36.5	37.1	37.0	37.4

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SAT. JULY 24, 1982



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 18, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)													1,060 1.3		1,550 1.9				
	ABC TV													KIDS ARE PEOPLE TOO I		KIDS ARE PEOPLE TOO II (OP)				
	AVERAGE AUDIENCE (Households (000) & %)													820 1.0		1,140 1.4				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													5 .9	1.1	7 1.4	1.3			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)													5,540 6.8	SUNDAY MORNING			FOR OUR TIMES (SUS)		
	CBS TV													MIGHTY MOUSE/ HECKLE-JECKL (SUS)(SUS-OP)	DRAK PACK (SUS)(SUS-OP)					
	AVERAGE AUDIENCE (Households (000) & %)													2,850 3.5	3.0*		3.7*		3.8*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													21 2.9	21 * 3.1	3.4	22 * 4.1	3.9	20 * 3.6	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																		2,200 2.7	
	ABC TV																		KIDS ARE PEOPLE TOO I (10:30-11:05AM) (-OP)	
	AVERAGE AUDIENCE (Households (000) & %)																		1,550 1.9	1.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																		9 1.7	9 * 2.1
WEEK 2	TOTAL AUDIENCE (Households (000) & %)													5,130 6.3	SUNDAY MORNING			FOR OUR TIMES (SUS)		
	CBS TV													MIGHTY MOUSE/ HECKLE-JECKL (SUS)(SUS-OP)	DRAK PACK (SUS)(SUS-OP)					
	AVERAGE AUDIENCE (Households (000) & %)													2,690 3.3	2.9*		3.4*		3.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													19 2.6	20 * 3.2	3.3	20 * 3.5	3.4	18 * 3.5	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																			
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																			
TV HOUSEHOLDS USING TV		WK. 1	4.7	5.1	5.5	6.5	7.8	8.9	10.7	13.1	15.1	17.1	17.9	17.7	17.9	19.3	19.1	20.1		
(See Def. 1)		WK. 2	4.4	5.2	5.8	6.3	7.7	9.6	11.4	13.1	14.9	16.2	17.3	18.4	19.6	20.9	20.6	20.3		
U.S. TV Households: 21,500,000																				

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SUN. JULY 25, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 18, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE  
(Households (000) & %)

8,800  
10.8

3,990  
4.9

ABC TV

BRITISH OPEN-SUN.

THIS WEEK-DAVID BRINKLEY

AVERAGE AUDIENCE  
(Households (000) & %)

4,890  
6.0

2,450  
3.0

SHARE OF AUDIENCE  
%

25  
20 \*

11  
11 \*

AVG. AUD. BY ¼ HR.

3.6  
4.7

3.1  
3.1

3.0  
2.9 \*

2.8  
2.8

W

E

E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

2,850  
3.5

CBS TV

FACE THE NATION

AVERAGE AUDIENCE  
(Households (000) & %)

2,280  
2.8

SHARE OF AUDIENCE  
%

11  
2.8

AVG. AUD. BY ¼ HR.

2.8  
2.9

TOTAL AUDIENCE  
(Households (000) & %)

3,420  
4.2

13,200  
16.2

NBC TV

MEET THE PRESS

SPORTSWORLD  
(2:00-5:35PM)

AVERAGE AUDIENCE  
(Households (000) & %)

2,690  
3.3

SHARE OF AUDIENCE  
%

12  
3.0

AVG. AUD. BY ¼ HR.

3.5  
3.5

TOTAL AUDIENCE  
(Households (000) & %)

2,040  
2.5

4,810  
5.9

ABC TV

KIDS ARE  
PEOPLE TOO II  
(11:05-11:30AM)  
(OP)

THIS WEEK-DAVID BRINKLEY

DIRECTIONS  
(SUS)

(SUS-OP)

AVERAGE AUDIENCE  
(Households (000) & %)

1,710  
2.1

2,690  
3.3

2.8\*  
12 \*

3.7\*  
16 \*

SHARE OF AUDIENCE  
%

10  
2.2

14  
2.0

3.0  
2.6

3.5  
3.9

AVG. AUD. BY ¼ HR.

2.2  
2.0

2.6  
3.0

3.5  
3.9

W

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %)

3,180  
3.9

CBS TV

FACE THE NATION

(SUS-OP)

AVERAGE AUDIENCE  
(Households (000) & %)

2,610  
3.2

SHARE OF AUDIENCE  
%

14  
3.5

AVG. AUD. BY ¼ HR.

3.5  
2.9

TOTAL AUDIENCE  
(Households (000) & %)

3,500  
4.3

5,790  
7.1

NBC TV

MEET THE PRESS

RELIGIOUS SERIES  
(SUS)

ANHEUSER-BUSCH GOLF-SUN.  
(2:00-4:03PM)

AVERAGE AUDIENCE  
(Households (000) & %)

2,770  
3.4

SHARE OF AUDIENCE  
%

15  
3.4

AVG. AUD. BY ¼ HR.

3.4  
3.4

3.4  
3.4

3.1  
3.8

3.6\*  
13 \*

3.8\*  
14 \*

TV HOUSEHOLDS USING TV  
(See Def. 1)

WK. 1	22.2	23.5	25.0	25.0	25.5	26.6	26.7	27.5	27.3	27.6	26.8	28.3	29.0	29.9	30.4	30.2
WK. 2	20.6	22.2	23.7	24.1	23.7	23.8	23.6	24.4	24.7	25.9	26.0	26.7	27.6	27.5	28.0	28.0

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SUN. JULY 25, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 18, 1982

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	<div> <div>3,830 4.7</div> <div>DAYAN'S ISRAEL</div> <div>3,500 4.3</div> <div>5,710 7.0</div> </div>															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	1,470 1.8	1.5*		1.7*		2.0*		1.9*			2,770 3.4				4,560 5.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	6 1.5	5 1.5		6 1.7		6 2.0		6 1.8		5 1.9	10 3.1				15 5.4	5.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	<div> <div>9,860 12.1</div> <div>CBS SPORTS SUNDAY</div> <div>7,740 9.5</div> </div>															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					4,650 5.7	5.6*			5.4*		6.1*				6,600 8.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.					18 5.2	18 6.0			17 5.3		19 6.2				21 7.9	8.2
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	<div> <div>8,880 10.9</div> <div>SPORTSWORLD (2:00-5:35PM)</div> <div>8,480 10.4</div> <div>6,850 8.4</div> </div>															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)		5.5* 19 *		5.5* 18 *		6.4* 20 *		6.7* 21 *		7.4* 23 *					5,460 6.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	5.6 3.6	5.4 4.2	5.4 4.7	5.5 5.1	6.2 5.1	6.6 4.5	6.9 4.5	6.4 4.4	7.1 4.0	7.6 4.0	7.6 4.5				6.4 6.1	6.9
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	<div> <div>13,370 16.4</div> <div>NATIONAL SPORTS FESTIVAL</div> <div>8,310 10.2</div> </div>															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	3,670 4.5	3.9*		4.9*		4.8*		4.5*		4.0*		4.9*			6.1*	5.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	15 3.6	14 4.2		16 5.1		16 4.5		14 4.4		12 4.0		14 5.2			17 6.1	15 5.2
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	<div> <div>7,340 9.0</div></div>															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					7,340 9.0	7.4*			10.0*		9.5*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.					28 7.2	24 7.5			30 10.6		28 8.3					
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	<div> <div>7,090 8.7</div> <div>ANHEUSER-BUSCH GOLF-SUN. (2:00-4:03PM) (+OP)</div> <div>6,280 7.7</div> </div>															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)		3.7* 13 *		4.0* 13 *		4.2* 14 *		3.8* 12 *		4.5* 14 *					5,380 6.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	3.6 3.6	3.9 3.9		4.1 4.1		4.2 4.2		3.6 4.0		4.9 4.1					17 6.2	6.9
TV HOUSEHOLDS USING TV WK. 1		29.8	29.6	29.8	30.9	31.9	32.5	32.2	32.4	32.1	33.3	33.9	34.6	36.7	39.0	40.9	41.5
(See Def. 1) WK. 2		28.6	28.9	29.8	31.0	29.6	30.2	31.1	32.1	32.9	34.3	34.9	35.0	37.2	38.4	39.5	40.4

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SUN. JULY 25, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					WEEK 2				
				TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%
EVENING MONDAY													
ABC ABC MONDAY NIGHT BASEBALL	2	8.30-11.05PM	→GRID 11.00 11.15							19,970	24.5	10,020	12.3
NBC NBC NEWS CAPSULE-2-MON(SUS)	2	9.56- 9.57PM	9.45									22	13.3
EVENING TUESDAY													2.0
ABC MAJOR LEAGUE ALL STAR GM.(S)	1	8.13-11.38PM	→GRID 11.00 11.15 11.30	34,310	42.1	20,380	25.0	44					
							24.7*	45*	25.3 24.1 25.0				
ABC MAJOR LEAGUE ALL STAR PRE(S)	1	8.00- 8.13PM	→GRID	12,140	14.9	12,230	15.0	33					
NBC NBC NEWS CAPSULE-2-TUE(SUS)	1	9.48- 9.49PM	9.45										
EVENING WEDNESDAY													
NBC NBC NEWS CAPSULE-2-WED(SUS)	2	9.58- 9.59PM	9.45										
EVENING THURSDAY													
NBC NBC NEWS CAPSULE-2-THU(SUS)	1	9.58- 9.59PM	9.45										

EVENING FRIDAY													
ABC MAJOR LEAGUE BSBL FRI. ED(S)	1	8.30-11.09PM	→GRID 11.00 11.15 11.30	17,030	20.9	7,990	9.8	21	9.3 1.3 <<				
NBC NBC NEWS CAPSULE-2-FRI(SUS)	2	9.58- 9.59PM	9.45										
EVENING SATURDAY													
ABC ABC SPORTS UPDATE-SAT	2	8.28- 8.30PM	8.15							8,070	9.9	7,820	9.6
	1	8.58- 8.59PM	8.45	8,390	10.3	8,390	10.3	25	10.3			23	9.6
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	12,390	15.2	12,390	15.2	32	15.2	14,180	17.4	14,180	17.4
CBS NEWSBREAK-SAT.	2	8.57- 8.58PM	8.45							5,950	7.3	5,950	7.3
	1	9.12- 9.13PM	9.00	5,460	6.7	5,460	6.7	15	6.7			16	7.3
NBC NBC NEWS CAPSULE-SAT		8.58- 8.59PM	8.45	5,950	7.3	5,950	7.3	18	7.3	6,440	7.9	6,440	7.9
NBC NBC NEWS CAPSULE-2-SAT(SUS)	1	9.58- 9.59PM	9.45										
NBC NBC NEWS CAPSULE-2-SAT.	2	9.58- 9.59PM	9.45							5,950	7.3	5,950	7.3
EVENING SUNDAY													
ABC ABC SPORTS UPDATE-SUN	1	7.34- 7.36PM	7.30	6,360	7.8	6,190	7.6	17	7.6	4,890	6.0	4,890	6.0
	2	8.33- 8.34PM	8.30									13	6.0
ABC ABC SUNDAY NIGHT MOVIE	2	9.00-11.20PM	→GRID 11.15							18,090	22.2	11,000	13.5
												15.8*	33*
ABC ABC NEWSBRIEF-SUN.	2	9.57- 9.58PM	9.45							10,510	12.9	10,510	12.9
	1	10.05-10.06PM	10.00	11,740	14.4	11,740	14.4	27	14.4			23	12.9
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	12,230	15.0	12,230	15.0	29	15.0	10,510	12.9	10,510	12.9



DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING SUNDAY-CONT'D																			
NBC NBC NEWS CAPSULE-SUN		8.58- 8.59PM	8.45	9,540	11.7	9,540	11.7	22	11.7			11,170	13.7	11,170	13.7	28	13.7		
NBC NBC NEWS CAPSULE-2-SUN(SUS)	2	9.47- 9.48PM	9.45																
NBC NBC NEWS CAPSULE-2-SUN.	1	9.53- 9.54PM	9.45	8,480	10.4	8,480	10.4	19	10.4										
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F	1	>	8.00	11,000	13.5	11,170	13.7	26	16.5	M-F		9,370	11.5	9,370	11.5	22	8.3	M-F	
	2	>	8.15						10.5	TU & F							12.3	TU-F	
			9.45						13.4	MWTH									
ABC ABC NEWS:NIGHTLINE-MON	1	11.30-12.00MD	11.30	6,440	7.9	4,970	6.1	17	7.1	MON.									
			11.45						5.1	MON.									
ABC ABC NEWS:NIGHTLINE-T-F		>	11.30	6,600	8.1	5,130	6.3	18	7.1	W-F		5,790	7.1	4,480	5.5	16	6.4	TU-F	
			11.45						5.8	W-F							4.7	TU-F	
			12.00						5.6	FRI.							4.5	TUE.	
ABC ABC NEWS:NIGHTLINE-MON	2	11.53-12.26AM	11.45									5,050	6.2	3,420	4.2	14	5.7	MON.	
			12.00														4.2	MON.	
			12.15														3.4	MON.	
ABC ABC MOVIE OF THE WEEK	1	12.00- 1.11AM	12.00	3,670	4.5	2,120	2.6	11	2.9	MON.									
			12.15				2.8*	10*	2.8	MON.									
			12.30						2.6	MON.									
			12.45				2.5*	13*	2.4	MON.									

				WEEK 1								WEEK 2							
DAY	WK	TIME	QUARTER	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE-CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE-CAST DAYS		
				HOUSEHOLDS	%	HOUSEHOLDS	%	SHARE			HOUSEHOLDS	%	SHARE	HOUSEHOLDS	%			HOUSEHOLDS	%
NETWORK/PROGRAM	#	(N.Y.T.)	HR	(000)	%	(000)	%	%	%		(000)	%	(000)	%	%	%			
EVENING MONDAY-FRIDAY-CONT'D			1.00																
ABC ABC MOVIE OF THE WEEK-CONT'D			1.15												1.4 MON.				
			1.30												1.2 MON.				
			1.30												1.5 MON.				
ABC ABC NEWS:NIGHTLINE-TUE(B)	1	12.15-12.53AM	12.15	5,790	7.1	3,990	4.9	20	5.9	TUE.									
			12.30						4.4	TUE.									
			12.45						4.1	TUE.									
			12.45						4.3* 19*										
ABC FANTASY ISLAND-12.00	1	12.53- 2.01AM	12.45	3,830	4.7	2,690	3.3	20	3.1	TUE.									
			1.00						3.5	TUE.									
			1.15						3.2	TUE.									
			1.30						3.6	TUE.									
			1.45						3.4* 23*	TUE.									
			2.00						2.6	TUE.									
ABC ABC MOVIE OF THE WEEK-2	1	1.11- 1.29AM	1.00	2,040	2.5	1,870	2.3	15	2.3	MON.									
			1.15						2.3	MON.									
	1	1.29- 2.33AM (SUS)																	
ABC FRIDAYS-PART 2	2	1.11- 1.22AM	1.00								2,280	2.8	2,120	2.6	13	2.6 FRI.			
	1	1.19- 1.25AM	1.15	2,280	2.8	2,040	2.5	13	2.5	FRI.						2.7 FRI.			
	1	1.25- 1.34AM (SUS)																	
	2	1.22- 1.30AM (SUS)																	
ABC ABC MOVIE OF THE WEEK-2	2	1.37- 1.54AM	1.30								1,300	1.6	1,220	1.5	12	1.5 MON.			

			1.45														
CBS NEWSBREAK-M-F	2	1.54- 2.33AM (SUS)														1.5 MON.	
		>	8.15	9,050	11.1	9,050	11.1	22	11.9	M-F	9,050	11.1	9,050	11.1	23	14.6	M-F
			8.45						11.5	W-F						10.2	TU-F
			9.00						9.4	TUE.							
CBS LATE MOVIE I		>	11.30	7,910	9.7	4,970	6.1	20	6.3	M-F	7,580	9.3	4,890	6.0	20	6.3	M-F
			11.45						6.2	M-F						6.3	M-F
			12.00						6.2	M-F						5.9	M-F
			12.15						6.1* 22*	M-F						5.8	M-F
			12.30						6.0	M-F						5.6	M-F
			12.45						5.8	M-F							
			12.45 (SUS)						4.3	M-F							
CBS LATE MOVIE II		VARIOUS TIMES															
		>	12.30	4,730	5.8	3,670	4.5	24	5.2	M-F	4,890	6.0	3,750	4.6	25	5.0	M-F
			12.45						4.8	M-F						4.8	M-F
			1.00						4.4	M-F						4.6	M-F
			1.15						4.0	M-F						4.3	M-F
			1.30						3.9	MON.						3.7	M & W
		VARIOUS TIMES (SUS)															
NBC NBC NEWS CAPSULE-M-F		>	8.45	7,090	8.7	7,090	8.7	17	8.7	M-F	7,740	9.5	7,740	9.5	19	10.1	M-F
			9.00													7.1	FRI.
			9.15						8.9	MON.							
NBC NBC NEWS CAPSULE-2-M-F		>	9.45	8,640	10.6	8,640	10.6	20	11.1	MW	8,480	10.4	8,480	10.4	19	10.4	TU&TH
			10.00						9.8	MON.							
NBC TONIGHT SHOW		11.30-12.30AM	11.30	8,390	10.3	4,810	5.9	18	7.0	M-F	9,210	11.3	5,540	6.8	22	8.2	M-F
			11.45						6.3	M-F						7.1	M-F
			12.00						5.7	M-F						6.5	M-F
			12.15						4.8	M-F						5.2	M-F

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			HOUSEHOLDS (000)	%
EVENING MONDAY-FRIDAY-CONT'D																			
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30 12.45	2,850	3.5	2,360	2.9	14	3.1 2.7	M-TH M-TH	3,180	3.9	2,450	3.0	15	3.3 2.7	M-TH M-TH		
NBC SCTV NETWORK		12.30- 2.00AM	12.30 12.45 1.00 1.15 1.30 1.45	4,400	5.4	2,360	2.9	14	3.3 3.1 3.2 3.0 2.6 2.5	FRI. FRI. FRI. FRI. FRI. FRI.	3,830	4.7	1,710	2.1 2.5*	11 11*	2.7 2.2 2.4 2.2 1.9 1.5	FRI. FRI. FRI. FRI. FRI. FRI.		
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00 1.15	2,360	2.9	1,870	2.3	14	2.4 2.1	M-TH M-TH	2,120	2.6	1,790	2.2	14	2.4 2.1	M-TH M-TH		
NBC NBC NEWS OVERNIGHT-M-F		>	1.30 1.45 2.00 2.15 2.30	1,470	1.8	1,220	1.5	11	1.7 1.4 1.5 1.5	M-F M-TH W & F W & F	1,300	1.6	980	1.2 1.3*	10 10*	1.5 1.2 1.1 .9	M-F M-TH M-F M-F		
		VARIOUS TIMES	(SUS)													1.0	FRI.		
DAY MONDAY-FRIDAY																			
ABC ABC NEWS THIS MORNIN-6.00(SUS)	1	6.00- 6.15AM	6.00							M-F									
ABC ABC NEWS THIS MORNIN-6.15(SUS)	1	6.15- 6.30AM	6.15							M-F									

ABC ABC NEWS THIS MORNING-645		6.45- 7.00AM	6.45	1,390	1.7	1,300	1.6	17	1.6		M-F	1,390	1.7	1,220	1.5	17	1.5		M-F
ABC SPECIAL REPORT I(SUS)	2	9.24- 9.28AM	9.15																TUE.
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45								M-F								M-F
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,090	8.7	6,850	8.4	27	8.4		M-F	7,500	9.2	7,170	8.8	29	8.8		M-F
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45								M-F								M-F
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45								M-F								M-F
CBS SUMMER SEMESTER-MWF(SUS)		6.00- 6.30AM	6.00								M-F								M-F
CBS SUMMER SEMESTER-TTH(SUS)		6.00- 6.30AM	6.00								M-F								M-F
CBS CAPTAIN KANGAROO		6.30- 7.00AM	6.30 6.45	410	.5	410	.5	6	.5 .5		M-F M-F	570	.7	490	.6	8	.6 .6		M-F M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,600	8.1	6,360	7.8	29	7.8		M-F	6,190	7.6	6,030	7.4	29	7.4		M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,130	6.3	4,810	5.9	21	5.9		M-F	4,970	6.1	4,650	5.7	19	5.7		M-F
NBC EARLY TODAY M-F		6.30- 6.55AM	6.30 6.45	1,140	1.4	980	1.2	15	1.1 1.4		M-F M-F	1,300	1.6	1,060	1.3	17	1.2 1.4		M-F M-F
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.30AM	8.15	2,120	2.6	1,870	2.3	20	2.3			2,530	3.1	2,360	2.9	32	2.9		
ABC SCHOOLHOUSE ROCK-8.55AM		8.55- 8.59AM	8.45	2,850	3.5	2,530	3.1	19	3.1			2,930	3.6	2,690	3.3	23	3.3		
ABC SCHOOLHOUSE ROCK-9.25AM		9.25- 9.29AM	9.15	3,750	4.6	3,020	3.7	19	3.7			3,500	4.3	3,020	3.7	20	3.7		
ABC DEAR ALEX & ANNIE-10.56AM		10.56-10.59AM	10.45	3,750	4.6	3,500	4.3	18	4.3			3,910	4.8	3,750	4.6	21	4.6		
CBS SUMMER SEMESTER-SAT(SUS)		6.00- 6.30AM	6.00																
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	1,960	2.4	1,870	2.3	18	2.3			1,550	1.9	1,140	1.4	14	1.4		
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,850	3.5	2,610	3.2	20	3.2			1,630	2.0	1,470	1.8	12	1.8		

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	3,180	3.9	2,690	3.3	17	3.3		3,020	3.7	2,450	3.0	16	3.0	
CBS IN THE NEWS-9.56AM		9.56- 9.59AM	9.45	5,130	6.3	4,970	6.1	29	6.1		4,480	5.5	4,400	5.4	26	5.4	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	6,280	7.7	5,950	7.3	30	7.3		6,110	7.5	5,950	7.3	33	7.3	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,950	7.3	5,710	7.0	29	7.0		5,790	7.1	5,620	6.9	31	6.9	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,300	6.5	5,130	6.3	26	6.3		3,830	4.7	3,670	4.5	20	4.5	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,020	3.7	2,930	3.6	14	3.6		2,930	3.6	2,610	3.2	13	3.2	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	3,750	4.6	3,500	4.3	16	4.3		3,670	4.5	3,500	4.3	19	4.3	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	2,850	3.5	2,690	3.3	12	3.3		3,590	4.4	3,180	3.9	16	3.9	
NBC BETCHA DON'T KNOW-8:28AM		8.28- 8.30AM	8.15	3,340	4.1	3,260	4.0	35	4.0		2,040	2.5	1,960	2.4	26	2.4	
NBC BETCHA DON'T KNOW-9:28AM		9.28- 9.30AM	9.15	5,950	7.3	5,790	7.1	39	7.1		5,950	7.3	5,870	7.2	43	7.2	
NBC BETCHA DON'T KNOW-10:28AM		10.28-10.30AM	10.15	3,500	4.3	3,420	4.2	19	4.2		3,990	4.9	3,990	4.9	22	4.9	
NBC BETCHA DON'T KNOW-11:58AM		11.58-12.00NN	11.45	3,180	3.9	3,020	3.7	15	3.7		2,930	3.6	2,690	3.3	15	3.3	
NBC BETCHA DON'T KNOW-12:28PM		12.28-12.30PM	12.15	4,650	5.7	4,480	5.5	21	5.5		2,930	3.6	2,770	3.4	14	3.4	
NBC NBC MAJOR LEAGUE PRE GAME	2	2.00- 2.17PM	-GRID 2.15								5,050	6.2	4,480	5.5	22	5.9	
NBC NBC MAJOR LEAGUE BASEBALL	2	2.17- 5.17PM	-GRID 5.00								13,770	16.9	6,190	7.6	26	7.1	

				5.15													1.3
				5.30													<<
				6.00													<<
				6.15													<<
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	2	10.30-11.05AM	-GRID 11.00								2,200	2.7	1,550	1.9	9	2.0	
ABC DEAR ALEX & ANNIE-11.25AM	1	10.55-10.59AM	10.45	1,300	1.6	1,060	1.3	6	1.3		1,960	2.4	1,630	2.0	9	2.0	
	2	11.25-11.29AM	11.15														
ABC SPECIAL REPORT 2(SUS)	2	2.15- 2.17PM	2.15														
CBS IN THE NEWS-8.26AM-SUN(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS-8.56AM-SUN(SUS)		8.56- 8.59AM	8.45														
CBS CBS NEWS SPEC. RPT.(SUS)	2	2.12- 2.13PM	2.00														
NBC ANHEUSER-BUSCH GOLF-SUN.(S)	2	2.00- 4.03PM	-GRID 4.00								5,790	7.1	3,100	3.8	13	3.9	